



Southeast Arizona Economic Development Group

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News Release

FOR IMMEDIATE RELEASE

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November restaurant and bar sales up, retail and lodging down

BENSON— In November 2025, Cochise County's restaurant and bar sales were up while retail and hotel/motel receipts were down compared to November 2024 (after adjusting for inflation).

November retail sales in Cochise County were down 5.0 percent from November 2024, compared to a 3.0 percent decrease for all of Arizona. From January through November, Cochise County's retail sales were down 1.4 percent while statewide sales were down 0.1 percent (compared to the first 11 months of 2024).

The inflation adjustment subtracted 2.7 percentage points from November year-over-year and year-to-date growth rates. As a result, Cochise County's nominal retail sales growth of -2.3 percent in November was adjusted downward to -5.0 percent. For the first 11 months of 2025, nominal growth of 1.3 percent was adjusted to -1.4 percent. Inflation adjustments are made using CPI-U measuring the general rate of inflation.

Sales by remote sellers (those without a physical presence in Arizona and with annual gross sales in-state of \$100,000 or more, including online sales from sellers in other states) were up 12.3 percent in Cochise County in November, after inflation, compared to a 9.8 percent increase statewide. For the first 11 months of 2025, remote sales were up 12.7 percent in Cochise County and 12.5 percent statewide.

Cochise County's restaurant and bar sales were up 2.9 percent in November, after inflation, and 4.0 percent for January through November. Statewide, Arizona's restaurant and bar sales were up 1.8 percent in November and 0.7 percent for the first 11 months.

Hotel/motel receipts in Cochise County were down 22.0 percent in the November comparisons and 3.2 percent for January through November. Statewide, lodging receipts were down 3.4 percent in November and 4.7 percent for the first 11 months of the year.

At the city level, retail sales in Benson were down 9.6 percent in November and 2.3 percent for the first 11 months of 2025, after inflation. Restaurant and bar sales were up 19.7 percent in November and 10.4 percent for the first 11 months. Hotel/motel receipts in Benson were down 39.4 percent in November and 32.5 percent for January through November.

In Bisbee, retail sales were down 6.4 percent in the November comparisons and 5.5 percent for the first 11 months of the year. Restaurant and bar sales were down 0.7 percent in November and 6.7 percent for January through November. Bisbee's hotel/motel receipts were down 14.0 percent in November and 11.0 percent for the first 11 months, compared to the same period a year ago.

In Douglas, retail sales were up 8.6 percent in November but were down 1.1 percent for the first 11 months, after inflation. Restaurant and bar sales were down 8.1 percent in November and 0.1 percent for January through November. (Hotel/motel estimates are unavailable for Douglas due to the small number of establishments and state department of revenue confidentiality rules.)

Huachuca City's retail sales were down 63.6 percent in the November comparisons and 10.3 percent for the first 11 months of the year. (Restaurant and bar and hotel/motel estimates are not available for Huachuca City due to the small number of businesses and tax confidentiality rules.)

Retail sales in Sierra Vista were down 5.3 percent in November and 1.7 percent for the first 11 months, after the inflation adjustment. Restaurant and bar sales were down 1.3 percent in November but were up 3.9 percent for January through November. Sierra Vista's hotel/motel receipts were down 15.1 percent in November and 4.9 percent for the first 11 months.

Tombstone's retail sales were down 6.8 percent in November and 5.4 percent for the first 11 months of 2025. Restaurant and bar sales were down 16.9 percent in November but were up 2.0 percent for January through November. Hotel/motel receipts in Tombstone were down 9.4 percent in November but were up 10.3 percent for the first 11 months of 2025.

In Willcox, retail sales were down 12.4 percent in the November comparisons and 6.3 percent for the first 11 months of the year. Restaurant and bar sales were up 48.6 percent in November and 18.7 percent for January through November. Willcox hotel/motel receipts were down 31.8 percent in November and 4.9 percent for the first 11 months of 2025, after inflation.

For more information on the Cochise County economy, including current and historical data, visit CochiseEconomy.com, a partnership project of Southeast Arizona Economic Development Group, Arizona G&T Cooperatives, and community sponsors.

Major industry sales

	November 2025	November 2024	Year-over-year Growth	Year-over-year Inflation-adjusted Growth	Year-to-date 2025	Year-to-date 2024	Year-to-date Growth	Year-to-date Inflation-adjusted Growth
Arizona								
Retail	\$8,855,124,275	\$8,878,819,963	-0.3%	-3.0%	\$95,047,486,142	\$92,613,767,658	2.6%	-0.1%
Restaurant/Bar	\$1,972,271,029	\$1,887,524,831	4.5%	1.8%	\$21,220,679,028	\$20,526,837,870	3.4%	0.7%
Hotel/Motel	\$471,362,443	\$474,729,497	-0.7%	-3.4%	\$5,083,455,831	\$5,187,279,431	-2.0%	-4.7%
Remote Seller*	\$1,555,235,792	\$1,381,851,530	12.5%	9.8%	\$14,754,031,621	\$12,804,679,395	15.2%	12.5%
Cochise County								
Retail	\$98,507,976	\$100,826,586	-2.3%	-5.0%	\$1,073,984,957	\$1,060,204,369	1.3%	-1.4%
Restaurant/Bar	\$18,001,502	\$17,033,889	5.7%	2.9%	\$204,313,972	\$191,551,105	6.7%	4.0%
Hotel/Motel	\$3,268,866	\$4,049,386	-19.3%	-22.0%	\$46,024,176	\$46,247,245	-0.5%	-3.2%
Remote Seller*	\$23,324,352	\$20,270,551	15.1%	12.3%	\$223,050,016	\$193,267,184	15.4%	12.7%
Benson								
Retail**	\$7,113,093	\$7,635,503	-6.8%	-9.6%	\$77,765,628	\$77,448,546	0.4%	-2.3%
Restaurant/Bar	\$1,707,034	\$1,394,392	22.4%	19.7%	\$18,732,231	\$16,559,771	13.1%	10.4%
Hotel/Motel	\$206,698	\$326,549	-36.7%	-39.4%	\$3,031,303	\$4,321,067	-29.8%	-32.5%
Bisbee								
Retail	\$3,184,158	\$3,307,007	-3.7%	-6.4%	\$34,900,816	\$35,893,615	-2.8%	-5.5%
Restaurant/Bar	\$1,193,189	\$1,169,475	2.0%	-0.7%	\$13,772,363	\$14,351,549	-4.0%	-6.7%
Hotel/Motel	\$370,012	\$416,989	-11.3%	-14.0%	\$5,239,759	\$5,717,397	-8.4%	-11.0%
Douglas								
Retail***	\$12,301,929	\$11,050,587	11.3%	8.6%	\$112,673,360	\$110,953,558	1.6%	-1.1%
Restaurant/Bar	\$1,922,362	\$2,031,397	-5.4%	-8.1%	\$20,943,962	\$20,407,155	2.6%	-0.1%
Huachuca City								
Retail	\$715,312	\$1,826,676	-60.8%	-63.6%	\$8,336,636	\$9,024,156	-7.6%	-10.3%
Sierra Vista								
Retail	\$55,185,699	\$56,636,226	-2.6%	-5.3%	\$604,838,380	\$598,772,949	1.0%	-1.7%
Restaurant/Bar	\$10,102,166	\$9,956,289	1.5%	-1.3%	\$114,956,694	\$107,864,993	6.6%	3.9%
Hotel/Motel	\$1,401,187	\$1,598,947	-12.4%	-15.1%	\$20,860,746	\$21,334,611	-2.2%	-4.9%
Tombstone								
Retail	\$1,592,095	\$1,659,200	-4.0%	-6.8%	\$16,934,141	\$17,405,378	-2.7%	-5.4%
Restaurant/Bar	\$686,187	\$799,695	-14.2%	-16.9%	\$9,120,984	\$8,715,993	4.6%	2.0%
Hotel/Motel	\$405,832	\$434,863	-6.7%	-9.4%	\$5,022,068	\$4,443,505	13.0%	10.3%
Willcox								
Retail****	\$4,466,123	\$4,945,058	-9.7%	-12.4%	\$52,269,789	\$54,222,754	-3.6%	-6.3%
Restaurant/Bar	\$1,298,711	\$858,250	51.3%	48.6%	\$14,535,631	\$11,974,852	21.4%	18.7%
Hotel/Motel	\$484,710	\$683,143	-29.0%	-31.8%	\$6,475,112	\$6,620,865	-2.2%	-4.9%

Source: Estimates by US Economic Research based on Arizona Department of Revenue tax collection data.

Note. Inflation adjustments made using CPI-U. Retail excludes food for home consumption. * Includes sales from sellers without a physical presence in Arizona and annual gross sales in-state of \$100,000 or more. **Excludes single items over \$5,000.

Excludes single items over \$10,000. *Excludes single items over \$1,250.

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