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News Release

FOR IMMEDIATE RELEASE
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October restaurant and bar sales up, retail and lodging down

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

October retail sales in Cochise County were down 5.3 percent from October last year, compared to a 1.8 percent decrease for all of Arizona. From January through October, Cochise County's retail sales were down 1.0 percent while statewide sales were up 0.2 percent (compared to the first 10 months of 2024).

The inflation adjustment subtracted 2.7 percentage points from October year-over-year and year-to-date growth rates. As a result, Cochise County's nominal retail sales growth of -2.7 percent in October was adjusted downward to -5.3 percent. For the first 10 months of 2025, nominal growth of 1.7 percent was adjusted to -1.0 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 12.5 percent in Cochise County in October, after inflation, compared to a 14.2 percent increase statewide. For the first 10 months of 2025, remote sales were up 12.8 percent in Cochise County and 12.9 percent statewide.

Cochise County's restaurant and bar sales were up 8.2 percent in October, after inflation, and 4.1 percent for January through October. Statewide, Arizona's restaurant and bar sales were up 1.4 percent in October and 0.6 percent for the first 10 months.

Hotel/motel receipts in Cochise County were down 0.4 percent in the October comparisons and 1.4 percent for January through October. Statewide, lodging receipts were down 4.0 percent in October and 4.8 percent for the first 10 months of the year.

At the city level, estimated retail sales in Benson were down 2.6 percent in October and 1.5 percent for the first 10 months of 2025, after inflation. Restaurant and bar sales were up 2.9 percent in October and 9.6 percent for the first 10 months. Hotel/motel receipts in Benson were down 18.5 percent in October and 32.0 percent for January through October.

In Bisbee, retail sales were down 14.3 percent in the October comparisons and 5.4 percent for the first 10 months of the year. Restaurant and bar sales were up 16.7 percent in October but were down 7.3

percent for January through October. Bisbee's hotel/motel receipts were up 49.9 percent in October but were down 10.8 percent for the first 10 months, compared to the same period a year ago.

In Douglas, retail sales were up 8.9 percent in October but were down 2.2 percent for the first 10 months, after inflation. Restaurant and bar sales were up 10.3 percent in October and 0.8 percent for January through October. (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 32.1 percent in the October comparisons but were up 3.2 percent for the first 10 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 2.7 percent in October and 1.3 percent for the first 10 months, after the inflation adjustment. Restaurant and bar sales were up 8.8 percent in October and 4.4 percent for January through October. Sierra Vista's hotel/motel receipts were down 15.1 percent in October and 4.1 percent for the first 10 months.

Tombstone's retail sales were down 6.1 percent in October and 5.3 percent for the first 10 months of 2025. Restaurant and bar sales were up 2.0 percent in October and 3.9 percent for January through October. Hotel/motel receipts in Tombstone were down 1.8 percent in October but were up 12.5 percent for the first 10 months of 2025.

In Willcox, estimated retail sales were down 0.2 percent in the October comparisons and 5.7 percent for the first 10 months of the year. Restaurant and bar sales were up 22.9 percent in October and 16.4 percent for January through October. Willcox hotel/motel receipts were down 15.7 percent in October and 1.8 percent for the first 10 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

	October 2025	October 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	\$8,549,893,953	\$8,477,760,676	0.9%	-1.8%	\$86,192,361,867	\$83,734,947,695	2.9%	0.2%
Restaurant/Bar	\$1,921,148,928	\$1,845,971,865	4.1%	1.4%	\$19,248,407,999	\$18,639,313,039	3.3%	0.6%
Hotel/Motel	\$509,169,087	\$516,193,938	-1.4%	-4.0%	\$4,612,093,388	\$4,712,549,934	-2.1%	-4.8%
Remote Seller*	\$1,419,138,987	\$1,214,173,282	16.9%	14.2%	\$13,198,795,829	\$11,422,827,865	15.5%	12.9%
Cochise County								
Retail	\$93,467,442	\$96,013,216	-2.7%	-5.3%	\$975,476,981	\$959,377,783	1.7%	-1.0%
Restaurant/Bar	\$18,468,564	\$16,658,630	10.9%	8.2%	\$186,312,470	\$174,517,217	6.8%	4.1%
Hotel/Motel	\$4,115,377	\$4,024,764	2.3%	-0.4%	\$42,755,310	\$42,197,859	1.3%	-1.4%
Remote Seller*	\$20,934,394	\$18,180,492	15.1%	12.5%	\$199,725,664	\$172,996,633	15.5%	12.8%
Benson								
Retail**	\$6,713,324	\$6,707,317	0.1%	-2.6%	\$70,652,535	\$69,813,043	1.2%	-1.5%
Restaurant/Bar	\$1,565,412	\$1,482,349	5.6%	2.9%	\$17,025,197	\$15,165,379	12.3%	9.6%
Hotel/Motel	\$288,678	\$342,790	-15.8%	-18.5%	\$2,824,605	\$3,994,518	-29.3%	-32.0%
Bisbee								
Retail	\$3,006,241	\$3,401,404	-11.6%	-14.3%	\$31,716,659	\$32,586,608	-2.7%	-5.4%
Restaurant/Bar	\$1,430,874	\$1,198,107	19.4%	16.7%	\$12,579,175	\$13,182,074	-4.6%	-7.3%
Hotel/Motel	\$612,795	\$401,675	52.6%	49.9%	\$4,869,747	\$5,300,408	-8.1%	-10.8%
Douglas								
Retail***	\$10,792,880	\$9,672,007	11.6%	8.9%	\$100,371,431	\$99,902,971	0.5%	-2.2%
Restaurant/Bar	\$1,910,010	\$1,690,329	13.0%	10.3%	\$19,021,599	\$18,375,758	3.5%	0.8%
Huachuca City								
Retail	\$633,785	\$897,602	-29.4%	-32.1%	\$7,621,324	\$7,197,480	5.9%	3.2%
Sierra Vista								
Retail	\$53,497,973	\$53,493,415	0.0%	-2.7%	\$549,652,681	\$542,136,723	1.4%	-1.3%
Restaurant/Bar	\$10,466,759	\$9,390,382	11.5%	8.8%	\$104,854,528	\$97,908,704	7.1%	4.4%
Hotel/Motel	\$1,531,173	\$1,747,418	-12.4%	-15.1%	\$19,459,559	\$19,735,663	-1.4%	-4.1%
Tombstone								
Retail	\$1,609,420	\$1,666,405	-3.4%	-6.1%	\$15,342,047	\$15,746,178	-2.6%	-5.3%
Restaurant/Bar	\$944,647	\$902,178	4.7%	2.0%	\$8,434,797	\$7,916,298	6.5%	3.9%
Hotel/Motel	\$550,770	\$546,110	0.9%	-1.8%	\$4,616,236	\$4,008,642	15.2%	12.5%
Willcox								
Retail****	\$4,872,571	\$4,752,355	2.5%	-0.2%	\$47,803,666	\$49,277,696	-3.0%	-5.7%
Restaurant/Bar	\$1,216,453	\$968,238	25.6%	22.9%	\$13,236,920	\$11,116,602	19.1%	16.4%
Hotel/Motel	\$566,808	\$651,235	-13.0%	-15.7%	\$5,990,402	\$5,937,722	0.9%	-1.8%

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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