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News Release

FOR IMMEDIATE RELEASE
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Cochise retail and restaurant/bar sales up, lodging down in December

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

December retail sales in Cochise County were up 0.2 percent from December 2024, compared to a 1.4 percent increase for all of Arizona. For the year, Cochise County's retail sales were down 1.2 percent while statewide sales were up 0.1 percent (compared to 2024).

The inflation adjustment subtracted 2.7 percentage points from December year-over-year and year-to-date growth rates. As a result, Cochise County's nominal retail sales growth of 2.8 percent in December was adjusted to 0.2 percent. For all of 2025, nominal growth of 1.5 percent was adjusted to -1.2 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 14.0 percent in Cochise County in December, after inflation, compared to a 10.5 percent increase statewide. For 2025, remote sales were up 12.9 percent in Cochise County and 12.3 percent statewide.

Cochise County's restaurant and bar sales were up 4.0 percent in December, after inflation, and 4.0 percent for January through December. Statewide, Arizona's restaurant and bar sales were up 2.1 percent in December and 0.8 percent for the year.

Hotel/motel receipts in Cochise County were down 0.3 percent in the December comparisons and 2.9 percent for January through December. Statewide, lodging receipts were up 0.8 percent in December but were down 4.3 percent for the year.

At the city level, retail sales in Benson were down 2.5 percent in December and 2.3 percent for 2025, after inflation. Restaurant and bar sales were up 15.3 percent in December and 10.9 percent for the year. Hotel/motel receipts in Benson were down 1.0 percent in December and 24.1 percent for January through December.

In Bisbee, retail sales were up 7.4 percent in the December comparisons but were down 4.2 percent for the year. Restaurant and bar sales were down 2.9 percent in December and 6.4 percent for January

through December. Bisbee's hotel/motel receipts were up 34.5 percent in December but were down 7.0 percent for all of 2025.

In Douglas, retail sales were up 12.1 percent in December and 0.4 percent for the year, after inflation. Restaurant and bar sales were up 17.2 percent in December and 1.4 percent for January through December. (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 28.3 percent in the December comparisons and 12.3 percent for 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 2.0 percent in December and 1.7 percent for the year, after the inflation adjustment. Restaurant and bar sales were down 0.4 percent in December but were up 3.5 percent for January through December. Sierra Vista's hotel/motel receipts were down 13.6 percent in December and 5.5 percent for all of 2025.

Tombstone's retail sales were up 0.3 percent in December but were down 4.8 percent for 2025. Restaurant and bar sales were up 13.8 percent in December and 2.9 percent for January through December. Hotel/motel receipts in Tombstone were down 2.9 percent in December but were up 9.3 percent for the year.

In Willcox, retail sales were up 4.1 percent in the December comparisons but were down 5.4 percent for 2025. Restaurant and bar sales were down 4.0 percent in December but were up 16.2 percent for January through December. Willcox hotel/motel receipts were down 4.8 percent in December and 4.9 percent for 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

	December 2025	December 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	\$11,283,470,878	\$10,839,433,088	4.1%	1.4%	\$106,330,957,020	\$103,453,200,746	2.8%	0.1%
Restaurant/Bar	\$2,071,395,254	\$1,976,792,109	4.8%	2.1%	\$23,292,074,282	\$22,503,629,979	3.5%	0.8%
Hotel/Motel	\$440,995,309	\$426,032,837	3.5%	0.8%	\$5,524,451,140	\$5,613,312,268	-1.6%	-4.3%
Remote Seller*	\$1,860,551,728	\$1,644,644,100	13.1%	10.5%	\$16,614,583,349	\$14,449,323,495	15.0%	12.3%
Cochise County								
Retail	\$126,832,903	\$123,338,298	2.8%	0.2%	\$1,200,817,860	\$1,183,542,667	1.5%	-1.2%
Restaurant/Bar	\$20,058,490	\$18,796,998	6.7%	4.0%	\$224,372,462	\$210,348,103	6.7%	4.0%
Hotel/Motel	\$5,383,283	\$5,259,116	2.4%	-0.3%	\$51,407,459	\$51,506,361	-0.2%	-2.9%
Remote Seller*	\$28,004,598	\$24,011,227	16.6%	14.0%	\$251,054,614	\$217,278,411	15.5%	12.9%
Benson								
Retail**	\$8,719,763	\$8,708,428	0.1%	-2.5%	\$86,485,391	\$86,156,974	0.4%	-2.3%
Restaurant/Bar	\$1,892,854	\$1,604,715	18.0%	15.3%	\$20,625,085	\$18,164,487	13.5%	10.9%
Hotel/Motel	\$1,595,356	\$1,568,441	1.7%	-1.0%	\$4,626,658	\$5,889,507	-21.4%	-24.1%
Bisbee								
Retail	\$4,225,324	\$3,838,342	10.1%	7.4%	\$39,126,140	\$39,731,957	-1.5%	-4.2%
Restaurant/Bar	\$1,309,381	\$1,312,528	-0.2%	-2.9%	\$15,081,744	\$15,664,077	-3.7%	-6.4%
Hotel/Motel	\$765,614	\$557,965	37.2%	34.5%	\$6,005,373	\$6,275,363	-4.3%	-7.0%
Douglas								
Retail***	\$16,439,688	\$14,325,698	14.8%	12.1%	\$129,113,049	\$125,279,256	3.1%	0.4%
Restaurant/Bar	\$2,182,512	\$1,821,019	19.9%	17.2%	\$23,126,473	\$22,228,174	4.0%	1.4%
Huachuca City								
Retail	\$819,815	\$1,102,351	-25.6%	-28.3%	\$9,156,451	\$10,126,507	-9.6%	-12.3%
Sierra Vista								
Retail	\$69,394,221	\$68,943,654	0.7%	-2.0%	\$674,232,601	\$667,716,604	1.0%	-1.7%
Restaurant/Bar	\$10,827,480	\$10,589,522	2.2%	-0.4%	\$125,784,173	\$118,454,515	6.2%	3.5%
Hotel/Motel	\$1,338,434	\$1,501,958	-10.9%	-13.6%	\$22,199,180	\$22,836,569	-2.8%	-5.5%
Tombstone								
Retail	\$1,932,314	\$1,876,896	3.0%	0.3%	\$18,866,455	\$19,282,274	-2.2%	-4.8%
Restaurant/Bar	\$924,751	\$793,637	16.5%	13.8%	\$10,045,734	\$9,509,630	5.6%	2.9%
Hotel/Motel	\$373,413	\$374,162	-0.2%	-2.9%	\$5,395,481	\$4,817,668	12.0%	9.3%
Willcox								
Retail****	\$5,514,448	\$5,162,906	6.8%	4.1%	\$57,784,236	\$59,385,660	-2.7%	-5.4%
Restaurant/Bar	\$1,429,966	\$1,448,743	-1.3%	-4.0%	\$15,965,597	\$13,423,595	18.9%	16.2%
Hotel/Motel	\$561,523	\$573,587	-2.1%	-4.8%	\$7,036,636	\$7,194,452	-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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