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News Release

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

BENSON— In January 2026, Cochise County's retail sales and hotel/motel receipts were down while restaurant and bar sales were up compared to January 2025 (after adjusting for inflation).

January retail sales in Cochise County were down 3.7 percent from January 2025, compared to a 1.4 percent decrease for all of Arizona. That followed a 1.2 percent annual decline in Cochise County, and a 0.1 percent increase statewide in 2025 (compared to 2024).

The inflation adjustment subtracted 2.4 percentage points from January year-over-year growth rates. As a result, Cochise County's nominal retail sales growth of -1.3 percent in January was adjusted to -3.7 percent. Annually, in 2025, the inflation adjustment was 2.7 percentage points and 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 8.4 percent in Cochise County in January, after inflation, compared to a 9.7 percent increase statewide. That followed annual increases of 12.9 percent in Cochise County and 12.3 percent statewide in 2025.

Cochise County's restaurant and bar sales were up 3.4 percent in January, after inflation, after a 4.0 annual increase in 2025. Statewide, Arizona's restaurant and bar sales were up 4.6 percent in January on the heels of a 0.8 percent gain for the year in 2025.

Hotel/motel receipts in Cochise County were down 6.4 percent in the January comparisons after a 2.9 percent annual decline in 2025. Statewide, lodging receipts were up 4.2 percent in January after falling 4.3 percent for all of 2025.

At the city level, retail sales in Benson were down 6.6 percent in January 2026 on the heels of a 2.3 percent annual decline in 2025 (after inflation). Restaurant and bar sales were down 12.6 percent in January following a 10.9 percent annual increase for all last year. Hotel/motel receipts in Benson were down 20.4 percent in January after a 24.1 percent annual decline in 2025.

In Bisbee, retail sales were up 6.1 percent in the January comparisons after falling 4.2 percent for the year for 2025. Restaurant and bar sales were up 43.3 percent in January following a 6.4 percent annual

decline for all last year. Bisbee's hotel/motel receipts were up 17.4 percent in January after a 7.0 percent annual decline in 2025.

In Douglas, retail sales were up 9.4 percent in January following a 0.4 percent increase for the year in 2025. Restaurant and bar sales were down 6.9 percent in January after gaining 1.4 percent annually last year. (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 up 9.6 percent in the January comparisons and falling 12.3 percent for the year in 2025. (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 3.5 percent in January on the heels of a 1.7 percent annual decline for 2025. Restaurant and bar sales were up 5.3 percent in January after gaining 3.5 percent annually last year. Sierra Vista's hotel/motel receipts were down 26.4 percent in January after falling 5.5 percent for all of 2025.

Tombstone's retail sales were up 15.1 percent in January following a 4.8 percent annual decline for 2025. Restaurant and bar sales were up 7.8 percent in January after a 2.9 percent annual increase for all last year. Hotel/motel receipts in Tombstone were up 2.4 percent in January after gaining 9.3 percent for the year in 2025.

In Willcox, retail sales were down 13.5 percent in the January comparisons after falling 5.4 percent for the year in 2025. Restaurant and bar sales were down 10.7 percent in January after jumping 16.2 percent for all last year. Willcox hotel/motel receipts were down 28.1 percent in January and 4.9 percent for 2026, 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

	January 2026	January 2025	Year-over-year Growth	Year-over-year Inflation-adjusted Growth	Annual 2025	Annual 2024	Annual Growth 2024-2025	Annual Inflation-adjusted Growth 2024-2025
Arizona								
Retail	\$8,435,998,556	\$8,353,980,678	1.0%	-1.4%	\$106,330,957,020	\$103,453,200,746	2.8%	0.1%
Restaurant/Bar	\$1,988,852,915	\$1,858,217,771	7.0%	4.6%	\$23,292,074,282	\$22,503,629,979	3.5%	0.8%
Hotel/Motel	\$526,971,165	\$494,248,677	6.6%	4.2%	\$5,524,451,140	\$5,613,312,268	-1.6%	-4.3%
Remote Seller*	\$1,415,495,276	\$1,262,869,807	12.1%	9.7%	\$16,614,583,349	\$14,449,323,495	15.0%	12.3%
Cochise County								
Retail	\$89,638,343	\$90,857,707	-1.3%	-3.7%	\$1,200,817,860	\$1,183,542,667	1.5%	-1.2%
Restaurant/Bar	\$18,479,313	\$17,474,175	5.8%	3.4%	\$224,372,462	\$210,348,103	6.7%	4.0%
Hotel/Motel	\$3,989,835	\$4,156,031	-4.0%	-6.4%	\$51,407,459	\$51,506,361	-0.2%	-2.9%
Remote Seller*	\$20,342,807	\$18,357,586	10.8%	8.4%	\$251,054,614	\$217,278,411	15.5%	12.9%
Benson								
Retail**	\$6,766,500	\$7,064,840	-4.2%	-6.6%	\$86,485,391	\$86,156,974	0.4%	-2.3%
Restaurant/Bar	\$1,438,768	\$1,601,894	-10.2%	-12.6%	\$20,625,085	\$18,164,487	13.5%	10.9%
Hotel/Motel	\$290,894	\$354,678	-18.0%	-20.4%	\$4,626,658	\$5,889,507	-21.4%	-24.1%
Bisbee								
Retail	\$3,271,833	\$3,015,169	8.5%	6.1%	\$39,126,140	\$39,731,957	-1.5%	-4.2%
Restaurant/Bar	\$1,520,425	\$1,042,832	45.8%	43.4%	\$15,081,744	\$15,664,077	-3.7%	-6.4%
Hotel/Motel	\$551,621	\$460,596	19.8%	17.4%	\$6,005,373	\$6,275,363	-4.3%	-7.0%
Douglas								
Retail***	\$9,668,498	\$8,652,208	11.7%	9.4%	\$129,113,049	\$125,279,256	3.1%	0.4%
Restaurant/Bar	\$1,861,624	\$1,948,739	-4.5%	-6.9%	\$23,126,473	\$22,228,174	4.0%	1.4%
Huachuca City								
Retail	\$908,341	\$810,828	12.0%	9.6%	\$9,156,451	\$10,126,507	-9.6%	-12.3%
Sierra Vista								
Retail	\$50,783,324	\$51,342,635	-1.1%	-3.5%	\$674,232,601	\$667,716,604	1.0%	-1.7%
Restaurant/Bar	\$10,335,949	\$9,594,733	7.7%	5.3%	\$125,784,173	\$118,454,515	6.2%	3.5%
Hotel/Motel	\$1,333,048	\$1,754,413	-24.0%	-26.4%	\$22,199,180	\$22,836,569	-2.8%	-5.5%
Tombstone								
Retail	\$1,497,694	\$1,274,513	17.5%	15.1%	\$18,866,455	\$19,282,274	-2.2%	-4.8%
Restaurant/Bar	\$860,790	\$781,212	10.2%	7.8%	\$10,045,734	\$9,509,630	5.6%	2.9%
Hotel/Motel	\$437,795	\$417,784	4.8%	2.4%	\$5,395,481	\$4,817,668	12.0%	9.3%
Willcox								
Retail****	\$4,623,046	\$5,202,401	-11.1%	-13.5%	\$57,784,236	\$59,385,660	-2.7%	-5.4%
Restaurant/Bar	\$1,012,241	\$1,103,508	-8.3%	-10.7%	\$15,965,597	\$13,423,595	18.9%	16.2%
Hotel/Motel	\$600,563	\$808,513	-25.7%	-28.1%	\$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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