



Southeast Arizona Economic Development Group

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## News Release

FOR IMMEDIATE RELEASE

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### Cochise County February sales down across major industries

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

February retail sales in Cochise County were down 0.5 percent from February last year (compared to a 2.0 percent decrease for all Arizona). For January and February combined, Cochise County's retail sales were down 2.8 percent while statewide sales were down 1.1 percent (compared to the first two months of 2024).

The inflation adjustment subtracted 2.8 percentage points from February year-over-year growth rates and 2.9 percentage points for the first two months. As a result, Cochise County's nominal retail sales growth of 2.3 percent in February was adjusted downward to -0.5 percent. For January and February 2025, nominal growth of 0.1 percent was adjusted to -2.8 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 1.4 percent in Cochise County in February, after inflation, compared to an 8.4 percent jump statewide. For the first two months of 2025, remote sales were up 9.5 percent in Cochise County and 10.2 percent statewide.

Cochise County's restaurant and bar sales were down 4.5 percent in February, after inflation, but were up 1.5 percent for January and February. Statewide, Arizona's restaurant and bar sales were down 0.2 percent in February and 0.1 percent for the first two months.

Hotel/motel receipts in Cochise County were down 8.7 percent in the February comparisons and 4.4 percent for January and February. Statewide, receipts were down 0.4 percent in February and 0.8 percent for the first two months of the year.

At the city level, estimated retail sales in Benson were up 4.0 percent in February, after inflation, and 1.6 percent for the first two months of 2025. Restaurant and bar sales were down 11.1 percent in February and 3.1 percent for the first two months. Hotel/motel receipts in Benson were down 66.6 percent in February and 51.8 percent for January and February combined.

In Bisbee, retail sales were down 6.9 percent in the February comparisons and 5.3 percent for the first two months of the year. Restaurant and bar sales were down 33.8 percent in February and 23.0 percent for the first two months. Bisbee's hotel/motel receipts were down 41.3 percent in February and 35.0 percent for January and February, compared to the same period a year ago.

In Douglas, retail sales were down 8.8 percent in February and 7.1 percent for January and February, after inflation. Restaurant and bar sales were down 4.8 percent in February but were up 6.9 percent for the first two months of the 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 37.2 percent in the February comparisons and 26.0 percent for the first two months. (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 1.4 percent in February and 2.3 percent for January and February, after the inflation adjustment. Restaurant and bar sales were up 1.4 percent in February and 2.5 percent for the first two months of the year. Sierra Vista's hotel/motel receipts were down 1.4 percent in February and 4.0 percent for the first two months.

Tombstone's retail sales were down 6.5 percent in February and 7.2 percent for the first two months of 2025. Restaurant and bar sales were up 0.5 percent in February, after inflation, and 3.3 percent for January and February. Hotel/motel receipts in Tombstone were up 18.6 percent in February and 13.1 percent for the first two months of 2025.

In Willcox, estimated retail sales were up 0.2 percent in the February comparisons but were down 0.9 percent for the first two months of the year. Restaurant and bar sales were up 22.3 percent in February and 23.8 percent for January and February. Willcox hotel/motel receipts were down 0.1 percent in February, after inflation, but were up 16.9 percent for the first two months of 2025.

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

## Major industry sales

	February 2025	February 2024	Year-over-year Growth	Year-over-year Inflation-adjusted Growth	Year-to-date 2025	Year-to-date 2024	Annual Growth	Annual Inflation-adjusted Growth
<b>Arizona</b>								
Retail	\$7,976,567,507	\$7,909,735,361	0.8%	-2.0%	\$16,330,548,185	\$16,043,928,890	1.8%	-1.1%
Restaurant/Bar	\$1,971,738,332	\$1,921,015,665	2.6%	-0.2%	\$3,829,956,104	\$3,725,714,635	2.8%	-0.1%
Hotel/Motel	\$607,727,940	\$593,621,439	2.4%	-0.4%	\$1,101,976,617	\$1,079,515,604	2.1%	-0.8%
Remote Seller*	\$1,186,141,682	\$1,066,932,430	11.2%	8.4%	\$2,449,011,489	\$2,165,159,194	13.1%	10.2%
<b>Cochise County</b>								
Retail	\$92,054,762	\$89,971,187	2.3%	-0.5%	\$182,912,469	\$182,733,088	0.1%	-2.8%
Restaurant/Bar	\$17,023,423	\$17,317,398	-1.7%	-4.5%	\$34,497,598	\$33,038,338	4.4%	1.5%
Hotel/Motel	\$4,614,219	\$4,904,367	-5.9%	-8.7%	\$8,770,250	\$8,905,714	-1.5%	-4.4%
Remote Seller*	\$17,490,110	\$16,788,603	4.2%	1.4%	\$35,847,696	\$31,890,577	12.4%	9.5%
<b>Benson</b>								
Retail**	\$7,269,586	\$6,807,520	6.8%	4.0%	\$14,334,427	\$13,711,502	4.5%	1.6%
Restaurant/Bar	\$1,598,439	\$1,743,615	-8.3%	-11.1%	\$3,200,333	\$3,205,018	-0.1%	-3.1%
Hotel/Motel	\$344,213	\$951,547	-63.8%	-66.6%	\$698,890	\$1,366,585	-48.9%	-51.8%
<b>Bisbee</b>								
Retail	\$3,225,479	\$3,363,235	-4.1%	-6.9%	\$6,240,648	\$6,395,712	-2.4%	-5.3%
Restaurant/Bar	\$956,549	\$1,386,173	-31.0%	-33.8%	\$1,999,381	\$2,501,139	-20.1%	-23.0%
Hotel/Motel	\$497,320	\$808,063	-38.5%	-41.3%	\$957,917	\$1,411,498	-32.1%	-35.0%
<b>Douglas</b>								
Retail***	\$8,595,370	\$9,144,628	-6.0%	-8.8%	\$17,247,578	\$17,994,873	-4.2%	-7.1%
Restaurant/Bar	\$1,733,643	\$1,769,022	-2.0%	-4.8%	\$3,682,382	\$3,354,216	9.8%	6.9%
<b>Huachuca City</b>								
Retail	\$920,181	\$657,034	40.1%	37.2%	\$1,731,008	\$1,342,573	28.9%	26.0%
<b>Sierra Vista</b>								
Retail	\$51,410,483	\$50,700,148	1.4%	-1.4%	\$102,753,118	\$102,090,794	0.6%	-2.3%
Restaurant/Bar	\$9,992,796	\$9,586,971	4.2%	1.4%	\$19,587,529	\$18,586,140	5.4%	2.5%
Hotel/Motel	\$1,942,932	\$1,915,860	1.4%	-1.4%	\$3,697,344	\$3,737,311	-1.1%	-4.0%
<b>Tombstone</b>								
Retail	\$1,656,841	\$1,720,692	-3.7%	-6.5%	\$2,931,353	\$3,061,597	-4.3%	-7.2%
Restaurant/Bar	\$922,523	\$892,713	3.3%	0.5%	\$1,703,735	\$1,603,398	6.3%	3.3%
Hotel/Motel	\$554,221	\$456,414	21.4%	18.6%	\$972,005	\$837,629	16.0%	13.1%
<b>Willcox</b>								
Retail****	\$4,222,171	\$4,097,029	3.1%	0.2%	\$9,424,571	\$9,241,334	2.0%	-0.9%
Restaurant/Bar	\$1,189,178	\$950,513	25.1%	22.3%	\$2,292,687	\$1,809,781	26.7%	23.8%
Hotel/Motel	\$684,387	\$666,482	2.7%	-0.1%	\$1,492,901	\$1,246,314	19.8%	16.9%

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.