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News Release

FOR IMMEDIATE RELEASE

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Countywide sales up across major industries in April

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

April retail sales in Cochise County were up 1.0 percent from April last year (the same increase seen for all Arizona). From January through April, Cochise County's retail sales were down 1.5 percent while statewide sales were up 0.5 percent (compared to the first four months of 2024).

The inflation adjustment subtracted 2.3 percentage points from April year-over-year growth rates and 2.6 percentage points for the first four months. As a result, Cochise County's nominal retail sales growth of 3.4 percent in April was adjusted downward to 1.0 percent. For the first four months of 2025, nominal growth of 1.1 percent was adjusted to -1.5 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 April, after inflation, compared to a 14.5 percent increase statewide. For the first four months of 2025, remote sales were up 10.2 percent in Cochise County and 9.8 percent statewide.

Cochise County's restaurant and bar sales were up 5.6 percent in April, after inflation, and 4.7 percent for January through April. Statewide, Arizona's restaurant and bar sales were down 3.2 percent in April and 1.0 percent for the first four months.

Hotel/motel receipts in Cochise County were up 0.2 percent in the April comparisons but down 0.7 percent for January through April. Statewide, lodging receipts were down 5.8 percent in April and 3.0 percent for the first four months of the year.

At the city level, estimated retail sales in Benson were down 2.2 percent in April, after inflation, and 1.4 percent for the first four months of 2025. Restaurant and bar sales were up 24.2 percent in April and 13.0 percent for the first four months. Hotel/motel receipts in Benson were down 29.9 percent in April and 39.3 percent for January through April.

In Bisbee, retail sales were down 2.2 percent in the April comparisons but were up 1.0 percent for the first four months of the year. Restaurant and bar sales were down 16.1 percent in April and 14.5 percent

for January through April. Bisbee's hotel/motel receipts were down 9.0 percent in April and 19.3 percent for the first four months, compared to the same period a year ago.

In Douglas, retail sales were up 12.3 percent in April but were down 4.1 percent for the first four months, after inflation. Restaurant and bar sales were down 10.6 percent in April and 1.0 percent for January through April. (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 23.8 percent in the April comparisons but were up 10.9 percent for the first four 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 up 0.2 percent in April but were down 2.5 percent for the first four months, after the inflation adjustment. Restaurant and bar sales were up 4.7 percent in April and 5.5 percent for January through April. Sierra Vista's hotel/motel receipts were down 4.6 percent in April and 2.8 percent for the first four months.

Tombstone's retail sales were down 0.4 percent in April and 7.1 percent for the first four months of 2025. Restaurant and bar sales were up 9.6 percent in April and 5.4 percent for January through April. Hotel/motel receipts in Tombstone were up 4.2 percent in April and 16.6 percent for the first four months of 2025.

In Willcox, estimated retail sales were up 3.2 percent in the April comparisons but were down 2.5 percent for the first four months of the year. Restaurant and bar sales were up 17.7 percent in April and 16.9 percent for January through April. Willcox hotel/motel receipts were down 14.5 percent in April, after inflation, but were up 1.9 percent for the first four months of 2025.

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

	April 2025	April 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
Arizona								
Retail	\$8,807,083,976	\$8,520,997,237	3.4%	1.0%	\$34,544,114,147	\$33,490,852,230	3.1%	0.5%
Restaurant/Bar	\$2,007,872,674	\$2,026,739,991	-0.9%	-3.2%	\$8,098,710,584	\$7,966,989,440	1.7%	-1.0%
Hotel/Motel	\$538,908,330	\$558,431,279	-3.5%	-5.8%	\$2,341,359,518	\$2,348,928,383	-0.3%	-3.0%
Remote Seller*	\$1,338,223,746	\$1,145,906,138	16.8%	14.5%	\$5,122,483,960	\$4,555,014,956	12.5%	9.8%
Cochise County								
Retail	\$101,168,871	\$97,887,174	3.4%	1.0%	\$392,246,609	\$387,792,656	1.1%	-1.5%
Restaurant/Bar	\$19,498,945	\$18,075,016	7.9%	5.6%	\$76,347,366	\$71,153,906	7.3%	4.7%
Hotel/Motel	\$4,798,563	\$4,680,897	2.5%	0.2%	\$19,769,461	\$19,404,122	1.9%	-0.7%
Remote Seller*	\$20,269,280	\$17,679,621	14.6%	12.3%	\$76,373,346	\$67,675,433	12.9%	10.2%
Benson								
Retail**	\$7,067,582	\$7,062,495	0.1%	-2.2%	\$29,095,802	\$28,739,406	1.2%	-1.4%
Restaurant/Bar	\$2,019,998	\$1,596,498	26.5%	24.2%	\$7,502,049	\$6,488,440	15.6%	13.0%
Hotel/Motel	\$299,946	\$414,243	-27.6%	-29.9%	\$1,460,407	\$2,306,338	-36.7%	-39.3%
Bisbee								
Retail	\$3,261,753	\$3,257,472	0.1%	-2.2%	\$13,649,529	\$13,177,219	3.6%	1.0%
Restaurant/Bar	\$1,350,970	\$1,566,355	-13.8%	-16.1%	\$5,324,112	\$6,041,463	-11.9%	-14.5%
Hotel/Motel	\$467,119	\$500,724	-6.7%	-9.0%	\$2,261,163	\$2,713,000	-16.7%	-19.3%
Douglas								
Retail***	\$11,152,438	\$9,730,901	14.6%	12.3%	\$38,753,182	\$39,326,564	-1.5%	-4.1%
Restaurant/Bar	\$1,766,769	\$1,927,256	-8.3%	-10.6%	\$7,388,068	\$7,270,361	1.6%	-1.0%
Huachuca City								
Retail	\$543,303	\$691,873	-21.5%	-23.8%	\$3,105,395	\$2,734,315	13.6%	10.9%
Sierra Vista								
Retail	\$57,880,971	\$56,439,997	2.6%	0.2%	\$219,343,015	\$219,035,536	0.1%	-2.5%
Restaurant/Bar	\$10,869,812	\$10,155,308	7.0%	4.7%	\$42,108,224	\$38,933,405	8.2%	5.5%
Hotel/Motel	\$2,214,764	\$2,267,007	-2.3%	-4.6%	\$8,529,075	\$8,539,412	-0.1%	-2.8%
Tombstone								
Retail	\$2,022,922	\$1,985,538	1.9%	-0.4%	\$6,942,756	\$7,265,956	-4.4%	-7.1%
Restaurant/Bar	\$1,010,837	\$903,507	11.9%	9.6%	\$4,010,444	\$3,712,944	8.0%	5.4%
Hotel/Motel	\$567,521	\$532,595	6.6%	4.2%	\$2,287,577	\$1,918,796	19.2%	16.6%
Willcox								
Retail****	\$5,210,068	\$4,937,383	5.5%	3.2%	\$19,185,763	\$19,161,746	0.1%	-2.5%
Restaurant/Bar	\$1,222,244	\$1,018,152	20.0%	17.7%	\$5,282,381	\$4,418,662	19.5%	16.9%
Hotel/Motel	\$606,562	\$690,768	-12.2%	-14.5%	\$2,813,763	\$2,690,669	4.6%	1.9%

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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