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News Release

FOR IMMEDIATE RELEASE

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Cochise retail sales down, hospitality up in May

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

May retail sales in Cochise County were down 4.0 percent from May last year, compared to a 0.7 percent increase for all Arizona. From January through May, Cochise County's retail sales were down 2.0 percent while statewide sales were up 0.6 percent (compared to the first five months of 2024).

The inflation adjustment subtracted 2.4 percentage points from May year-over-year growth rates and 2.6 percentage points for the first five months. As a result, Cochise County's nominal retail sales growth of -1.6 percent in May was adjusted downward to -4.0 percent. For the first five months of 2025, nominal growth of 0.6 percent was adjusted to -2.0 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 7.0 percent in Cochise County in May, after inflation, compared to a 7.7 percent increase statewide. For the first five months of 2025, remote sales were up 9.5 percent in Cochise County and 9.4 percent statewide.

Cochise County's restaurant and bar sales were up 8.4 percent in May, after inflation, and 5.4 percent for January through May. Statewide, Arizona's restaurant and bar sales were up 3.2 percent in May but were down 0.2 percent for the first five months.

Hotel/motel receipts in Cochise County were up 10.8 percent in the May comparisons and 1.2 percent for January through May. Statewide, lodging receipts were down 4.2 percent in May and 3.1 percent for the first five months of the year.

At the city level, estimated retail sales in Benson were down 5.4 percent in May, after inflation, and 2.2 percent for the first five months of 2025. Restaurant and bar sales were up 18.5 percent in May and 14.0 percent for the first five months. Hotel/motel receipts in Benson were up 0.4 percent in May but were down 35.4 percent for January through May.

In Bisbee, retail sales were down 22.3 percent in the May comparisons and 4.4 percent for the first five months of the year. Restaurant and bar sales were down 11.1 percent in May and 13.9 percent for

January through May. Bisbee's hotel/motel receipts were up 7.2 percent in May but were down 16.0 percent for the first five months, compared to the same period a year ago.

In Douglas, retail sales were up 2.5 percent in May but were down 2.7 percent for the first five months, after inflation. Restaurant and bar sales were up 7.5 percent in May and 0.7 percent for January through May. (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 14.1 percent in the May comparisons and 11.5 percent for the first five 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 4.8 percent in May and 3.0 percent for the first five months, after the inflation adjustment. Restaurant and bar sales were up 8.3 percent in May and 6.1 percent for January through May. Sierra Vista's hotel/motel receipts were up 10.5 percent in May but were down 0.1 percent for the first five months.

Tombstone's retail sales were down 4.0 percent in May and 6.5 percent for the first five months of 2025. Restaurant and bar sales were up 14.3 percent in May and 6.9 percent for January through May. Hotel/motel receipts in Tombstone were up 3.0 percent in May and 14.0 percent for the first five months of 2025.

In Willcox, estimated retail sales were up 1.5 percent in the May comparisons but were down 1.7 percent for the first five months of the year. Restaurant and bar sales were up 15.1 percent in May and 16.6 percent for January through May. Willcox hotel/motel receipts were down 2.5 percent in May, after inflation, but were up 1.1 percent for the first five 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

	May 2025	May 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	\$8,822,190,095	\$8,558,560,920	3.1%	0.7%	\$43,366,304,242	\$42,049,413,150	3.1%	0.6%
Restaurant/Bar	\$2,007,014,748	\$1,900,621,037	5.6%	3.2%	\$10,105,725,332	\$9,867,610,477	2.4%	-0.2%
Hotel/Motel	\$428,744,655	\$436,724,385	-1.8%	-4.2%	\$2,770,104,173	\$2,785,652,768	-0.6%	-3.1%
Remote Seller*	\$1,293,911,705	\$1,175,844,296	10.0%	7.7%	\$6,416,395,665	\$5,730,859,252	12.0%	9.4%
Cochise County								
Retail	\$98,294,527	\$99,908,692	-1.6%	-4.0%	\$490,541,136	\$487,701,348	0.6%	-2.0%
Restaurant/Bar	\$18,819,293	\$16,999,124	10.7%	8.4%	\$95,166,659	\$88,153,029	8.0%	5.4%
Hotel/Motel	\$4,569,753	\$4,039,252	13.1%	10.8%	\$24,339,214	\$23,443,374	3.8%	1.2%
Remote Seller*	\$19,877,797	\$18,182,044	9.3%	7.0%	\$96,251,143	\$85,857,477	12.1%	9.5%
Benson								
Retail**	\$7,134,489	\$7,359,390	-3.1%	-5.4%	\$36,230,291	\$36,098,796	0.4%	-2.2%
Restaurant/Bar	\$1,732,403	\$1,432,940	20.9%	18.5%	\$9,234,452	\$7,921,380	16.6%	14.0%
Hotel/Motel	\$257,327	\$250,546	2.7%	0.4%	\$1,717,734	\$2,556,884	-32.8%	-35.4%
Bisbee								
Retail	\$3,131,489	\$3,911,455	-19.9%	-22.3%	\$16,781,018	\$17,088,674	-1.8%	-4.4%
Restaurant/Bar	\$1,130,454	\$1,239,063	-8.8%	-11.1%	\$6,454,566	\$7,280,525	-11.3%	-13.9%
Hotel/Motel	\$412,257	\$376,255	9.6%	7.2%	\$2,673,420	\$3,089,255	-13.5%	-16.0%
Douglas								
Retail***	\$11,253,614	\$10,730,137	4.9%	2.5%	\$50,006,796	\$50,056,702	-0.1%	-2.7%
Restaurant/Bar	\$1,984,666	\$1,806,315	9.9%	7.5%	\$9,372,734	\$9,076,676	3.3%	0.7%
Huachuca City								
Retail	\$745,453	\$640,073	16.5%	14.1%	\$3,850,848	\$3,374,388	14.1%	11.5%
Sierra Vista								
Retail	\$56,024,458	\$57,403,479	-2.4%	-4.8%	\$275,367,473	\$276,439,015	-0.4%	-3.0%
Restaurant/Bar	\$10,698,826	\$9,670,983	10.6%	8.3%	\$52,807,050	\$48,604,388	8.6%	6.1%
Hotel/Motel	\$2,399,867	\$2,126,938	12.8%	10.5%	\$10,928,942	\$10,666,350	2.5%	-0.1%
Tombstone								
Retail	\$1,542,021	\$1,567,466	-1.6%	-4.0%	\$8,484,777	\$8,833,422	-3.9%	-6.5%
Restaurant/Bar	\$887,809	\$761,087	16.7%	14.3%	\$4,898,254	\$4,474,031	9.5%	6.9%
Hotel/Motel	\$482,272	\$457,773	5.4%	3.0%	\$2,769,849	\$2,376,568	16.5%	14.0%
Willcox								
Retail****	\$5,428,408	\$5,228,402	3.8%	1.5%	\$24,614,171	\$24,390,148	0.9%	-1.7%
Restaurant/Bar	\$1,235,971	\$1,052,565	17.4%	15.1%	\$6,518,352	\$5,471,227	19.1%	16.6%
Hotel/Motel	\$593,357	\$594,428	-0.2%	-2.5%	\$3,407,120	\$3,285,097	3.7%	1.1%

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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