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News Release

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July retail, restaurant and bar sales up, lodging down

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

July retail sales in Cochise County were up 1.6 percent from July last year, compared to a 2.4 percent increase for all Arizona. From January through July, Cochise County's retail sales were down 0.4 percent while statewide sales were up 1.0 percent (compared to the first seven months of 2024).

The inflation adjustment subtracted 2.7 percentage points from July year-over-year growth rates and 2.6 percentage points for the first seven months. As a result, Cochise County's nominal retail sales growth of 4.3 percent in July was adjusted downward to 1.6 percent. For the first seven months of 2025, nominal growth of 2.2 percent was adjusted to -0.4 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 10.8 percent in Cochise County in July, after inflation, compared to a 16.7 percent increase statewide. For the first seven months of 2025, remote sales were up 11.5 percent in Cochise County and 11.4 percent statewide.

Cochise County's restaurant and bar sales were up 1.5 percent in July, after inflation, and 4.5 percent for January through July. Statewide, Arizona's restaurant and bar sales were up 3.2 percent in July and 0.3 percent for the first seven months.

Hotel/motel receipts in Cochise County were down 3.2 percent in the July comparisons but were up 0.9 percent for January through July. Statewide, lodging receipts were down 5.1 percent in July and 4.1 percent for the first seven months of the year.

At the city level, estimated retail sales in Benson were down 3.2 percent in July and 1.9 percent for the first seven months of 2025, after inflation. Restaurant and bar sales were up 0.4 percent in July and 10.4 percent for the first seven months. Hotel/motel receipts in Benson were down 41.2 percent in July and 34.2 percent for January through July.

In Bisbee, retail sales were down 15.9 percent in the July comparisons and 6.0 percent for the first seven months of the year. Restaurant and bar sales were down 29.4 percent in July and 10.7 percent for

January through July. Bisbee's hotel/motel receipts were up 5.7 percent in July but were down 11.8 percent for the first seven months, compared to the same period a year ago.

In Douglas, retail sales were down 1.3 percent in July and 3.0 percent for the first seven months, after inflation. Restaurant and bar sales were up 0.7 percent in July but were down 0.4 percent for January through July. (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 10.8 percent in the July comparisons and 10.0 percent for the first seven 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 1.9 percent in July but were down 1.1 percent for the first seven months, after the inflation adjustment. Restaurant and bar sales were up 4.2 percent in July and 5.0 percent for January through July. Sierra Vista's hotel/motel receipts were down 13.0 percent in July and 0.5 percent for the first seven months.

Tombstone's retail sales were up 16.1 percent in July but were down 4.8 percent for the first seven months of 2025. Restaurant and bar sales were up 35.0 percent in July and 4.1 percent for January through July. Hotel/motel receipts in Tombstone were up 27.9 percent in July and 15.9 percent for the first seven months of 2025.

In Willcox, estimated retail sales were down 6.9 percent in the July comparisons and 4.3 percent for the first seven months of the year. Restaurant and bar sales were up 37.6 percent in July and 17.7 percent for January through July. Willcox hotel/motel receipts were down 4.6 percent in July and 1.1 percent for the first seven months of 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

	July 2025	July 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	\$8,627,552,052	\$8,205,775,947	5.1%	2.4%	\$60,865,422,034	\$58,745,395,262	3.6%	1.0%
Restaurant/Bar	\$1,728,680,466	\$1,632,950,821	5.9%	3.2%	\$13,698,031,316	\$13,310,943,444	2.9%	0.3%
Hotel/Motel	\$312,133,013	\$319,933,831	-2.4%	-5.1%	\$3,429,999,110	\$3,481,467,658	-1.5%	-4.1%
Remote Seller*	\$1,370,015,835	\$1,147,402,973	19.4%	16.7%	\$9,086,955,592	\$7,968,117,091	14.0%	11.4%
Cochise County								
Retail	\$98,427,030	\$94,399,182	4.3%	1.6%	\$692,512,824	\$677,604,029	2.2%	-0.4%
Restaurant/Bar	\$17,686,818	\$16,977,452	4.2%	1.5%	\$131,673,117	\$122,934,139	7.1%	4.5%
Hotel/Motel	\$3,464,715	\$3,480,253	-0.4%	-3.2%	\$31,742,925	\$30,661,037	3.5%	0.9%
Remote Seller*	\$20,196,204	\$17,792,348	13.5%	10.8%	\$137,861,676	\$120,780,768	14.1%	11.5%
Benson								
Retail**	\$6,751,498	\$6,784,259	-0.5%	-3.2%	\$50,242,606	\$49,911,670	0.7%	-1.9%
Restaurant/Bar	\$1,519,689	\$1,473,849	3.1%	0.4%	\$12,241,915	\$10,830,153	13.0%	10.4%
Hotel/Motel	\$173,884	\$282,791	-38.5%	-41.2%	\$2,148,518	\$3,141,169	-31.6%	-34.2%
Bisbee								
Retail	\$2,820,930	\$3,248,227	-13.2%	-15.9%	\$22,988,262	\$23,790,092	-3.4%	-6.0%
Restaurant/Bar	\$1,049,482	\$1,431,467	-26.7%	-29.4%	\$8,906,127	\$9,693,785	-8.1%	-10.7%
Hotel/Motel	\$349,947	\$322,826	8.4%	5.7%	\$3,579,001	\$3,939,985	-9.2%	-11.8%
Douglas								
Retail***	\$10,012,633	\$9,878,199	1.4%	-1.3%	\$70,123,421	\$70,375,249	-0.4%	-3.0%
Restaurant/Bar	\$1,928,330	\$1,865,433	3.4%	0.7%	\$13,159,346	\$12,874,732	2.2%	-0.4%
Huachuca City								
Retail	\$842,216	\$741,794	13.5%	10.8%	\$5,470,109	\$4,859,801	12.6%	10.0%
Sierra Vista								
Retail	\$56,494,486	\$54,001,573	4.6%	1.9%	\$388,898,902	\$383,181,196	1.5%	-1.1%
Restaurant/Bar	\$10,384,427	\$9,710,936	6.9%	4.2%	\$73,783,140	\$68,595,336	7.6%	5.0%
Hotel/Motel	\$1,695,897	\$1,890,108	-10.3%	-13.0%	\$14,415,276	\$14,123,981	2.1%	-0.5%
Tombstone								
Retail	\$1,559,739	\$1,313,333	18.8%	16.1%	\$11,351,424	\$11,611,287	-2.2%	-4.8%
Restaurant/Bar	\$875,323	\$635,704	37.7%	35.0%	\$6,252,151	\$5,858,929	6.7%	4.1%
Hotel/Motel	\$348,333	\$266,712	30.6%	27.9%	\$3,429,737	\$2,894,811	18.5%	15.9%
Willcox								
Retail****	\$4,696,068	\$4,899,679	-4.2%	-6.9%	\$34,025,443	\$34,628,190	-1.7%	-4.3%
Restaurant/Bar	\$1,229,601	\$876,589	40.3%	37.6%	\$9,352,028	\$7,770,365	20.4%	17.7%
Hotel/Motel	\$475,292	\$484,537	-1.9%	-4.6%	\$4,398,267	\$4,335,014	1.5%	-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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