

News Release

FOR IMMEDIATE RELEASE

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Cochise County sales results shift in June

BENSON — After adjusting for inflation, Cochise County's June sales report showed weaker retail and restaurant activity but a stronger month for lodging and qualifying out-of-state remote sellers. Countywide retail sales fell 2.3% from June 2025 after inflation, and year-to-date retail sales were down 3.9% through June.

The county lagged the statewide retail trend. Arizona retail sales rose 3.9% in June after inflation, although statewide year-to-date sales were still down 1.0%. That left Cochise County trailing the state both for the month and the first six months of the year.

Remote seller collections were the clearest inflation-adjusted growth category, but they reflect large sellers without a physical presence in Arizona rather than local storefront activity. These sellers, which have at least \$100,000 in annual gross sales in the state, posted an 8.9% June gain in Cochise County and were up 11.7% year to date. Statewide, remote seller sales rose 16.8% for the month and 13.1% through June after inflation.

Restaurant and bar sales slipped 1.8% in June after inflation but remained 1.8% above last year for the year to date. Hotel and motel sales delivered the strongest countywide monthly gain, rising 15.4% after inflation. Through June, lodging was essentially flat but slightly positive, up 0.2% after inflation.

Benson was down across the inflation-adjusted major categories. Retail sales fell 4.3% in June and 5.1% year to date. Restaurant and bar sales declined 13.2% for the month and 11.4% through June, while hotel and motel sales were down 14.6% in June and 11.4% year to date.

Bisbee showed a mixed picture. Retail sales rose 12.0% in June after inflation but were down 5.4% year to date. Restaurant and bar sales fell 12.6% for the month but were up 6.4% through June. Hotel and motel sales edged up 0.3% in June and were 5.1% higher year to date.

Douglas posted inflation-adjusted gains in both retail and restaurants. Retail sales rose 8.6% in June and 4.9% year to date, while restaurant and bar sales increased 8.4% for the month and 8.1% through June.

Huachuca City continued to report lower inflation-adjusted retail sales. Sales were down 11.3% in June and 13.9% for the year to date, making it one of the weaker retail performances among the municipalities.

Sierra Vista retail sales fell 2.6% in June after inflation and were down 4.3% year to date. Restaurant and bar sales were a stronger category, rising 1.3% in June and 3.6% for January through June. Hotel and motel sales gained 7.9% for the month but remained 8.9% below last year for the year to date.

Tombstone had the strongest June inflation-adjusted gains among the communities listed. Retail sales rose 9.8%, restaurant and bar sales jumped 38.7%, and hotel and motel sales increased 35.2% compared to June last year. For the year to date, however, all three categories were slightly below last year after inflation, with retail down 4.4%, restaurants and bars down 1.0%, and lodging down 1.4%.

Willcox also showed a split between June strength and year-to-date weakness. Retail sales rose 12.2% in June after inflation and were up 1.2% through June. Hotel and motel sales increased 26.7% for the month but were down 3.3% year to date. Restaurant and bar sales were weaker, falling 21.8% in June and 8.7% for the first six months.

Overall, the inflation-adjusted figures point to uneven conditions across Cochise County. June lodging activity remained a local bright spot, while countywide retail sales lost ground both for the month and year to date. Remote seller gains were strong, but because that category captures qualifying out-of-state sellers, it does not reflect stronger sales at local stores. Community results varied widely, with Douglas showing broad gains, Tombstone and Willcox posting strong June lodging and retail increases, and Benson and Huachuca City remaining weaker 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

	June 2026	June 2025	Year-over-year Growth	Year-over-year Inflation-adjusted Growth	Year-to-date 2026	Year-to-date 2025	Year-to-date Growth	Year-to-date Inflation-adjusted Growth
ARIZONA								
Retail	\$9,547,326,680	\$8,871,565,740	7.6%	3.9%	\$53,388,301,558	\$52,237,869,982	2.2%	-1.0%
Restaurant/Bar	\$1,953,124,353	\$1,863,625,518	4.8%	1.2%	\$12,578,301,910	\$11,969,350,850	5.1%	1.8%
Hotel/Motel	\$382,106,068	\$347,761,924	9.9%	6.1%	\$3,351,634,225	\$3,117,866,097	7.5%	4.1%
Remote Seller*	\$1,572,447,398	\$1,300,544,092	20.9%	16.8%	\$9,012,587,058	\$7,716,939,757	16.8%	13.1%
COCHISE COUNTY								
Retail	\$104,756,070	\$103,544,658	1.2%	-2.3%	\$589,924,746	\$594,085,794	-0.7%	-3.9%
Restaurant/Bar	\$19,126,171	\$18,819,640	1.6%	-1.8%	\$119,784,395	\$113,986,299	5.1%	1.8%
Hotel/Motel	\$4,706,691	\$3,938,996	19.5%	15.4%	\$29,267,623	\$28,278,210	3.5%	0.2%
Remote Seller*	\$24,139,070	\$21,414,329	12.7%	8.9%	\$135,783,481	\$117,665,472	15.4%	11.7%
BENSON								
Retail**	\$7,194,998	\$7,260,817	-0.9%	-4.3%	\$42,622,369	\$43,491,108	-2.0%	-5.1%
Restaurant/Bar	\$1,337,645	\$1,487,774	-10.1%	-13.2%	\$9,814,782	\$10,722,226	-8.5%	-11.4%
Hotel/Motel	\$227,262	\$256,901	-11.5%	-14.6%	\$1,807,296	\$1,974,635	-8.5%	-11.4%
BISBEE								
Retail	\$3,927,307	\$3,386,314	16.0%	12.0%	\$19,694,529	\$20,167,332	-2.3%	-5.4%
Restaurant/Bar	\$1,268,951	\$1,402,079	-9.5%	-12.6%	\$8,636,487	\$7,856,645	9.9%	6.4%
Hotel/Motel	\$577,080	\$555,635	3.9%	0.3%	\$3,505,604	\$3,229,055	8.6%	5.1%
DOUGLAS								
Retail***	\$11,356,243	\$10,103,992	12.4%	8.6%	\$65,138,604	\$60,110,788	8.4%	4.9%
Restaurant/Bar	\$2,085,428	\$1,858,282	12.2%	8.4%	\$12,534,602	\$11,231,016	11.6%	8.1%
HUACHUCA CITY								
Retail	\$713,422	\$777,045	-8.2%	-11.3%	\$4,116,354	\$4,627,893	-11.1%	-13.9%
SIERRA VISTA								
Retail	\$57,544,257	\$57,036,943	0.9%	-2.6%	\$328,680,523	\$332,404,416	-1.1%	-4.3%
Restaurant/Bar	\$11,110,088	\$10,591,663	4.9%	1.3%	\$67,802,539	\$63,398,713	6.9%	3.6%
Hotel/Motel	\$2,000,065	\$1,790,437	11.7%	7.9%	\$11,972,768	\$12,719,379	-5.9%	-8.9%
TOMBSTONE								
Retail	\$1,486,312	\$1,306,908	13.7%	9.8%	\$9,672,496	\$9,791,685	-1.2%	-4.4%
Restaurant/Bar	\$687,298	\$478,575	43.6%	38.7%	\$5,497,733	\$5,376,829	2.2%	-1.0%
Hotel/Motel	\$436,027	\$311,554	40.0%	35.2%	\$3,139,154	\$3,081,403	1.9%	-1.4%
WILLCOX								
Retail****	\$5,477,130	\$4,715,204	16.2%	12.2%	\$30,645,005	\$29,329,375	4.5%	1.2%
Restaurant/Bar	\$1,298,935	\$1,604,075	-19.0%	-21.8%	\$7,660,809	\$8,122,427	-5.7%	-8.7%
Hotel/Motel	\$676,767	\$515,855	31.2%	26.7%	\$3,918,684	\$3,922,976	-0.1%	-3.3%

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.