

News Release

FOR IMMEDIATE RELEASE

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July retail sales fall as online spending climbs

BENSON — Cochise County's July sales results were mixed after adjusting for inflation. Local retail activity declined, while lodging recorded a double-digit gain. At the same time, sales by remote sellers continued to expand, indicating that a growing share of consumer spending went to businesses without a physical presence in Cochise County or Arizona. Countywide retail sales were 3.5% below July 2025 and 3.8% lower through the first seven months of 2026.

Retail conditions were softer locally than statewide. Arizona's inflation-adjusted retail sales fell 1.2% in July and 1.1% year to date, compared with the larger declines recorded in Cochise County.

The largest countywide sales gains came from remote sellers—businesses without a physical Arizona presence that generate at least \$100,000 in annual in-state sales. Their inflation-adjusted collections increased 14.5% in July and 12.1% year to date. Arizona posted corresponding gains of 10.5% and 12.7%.

County restaurant and bar sales decreased 1.6% in July after inflation, yet remained 1.3% above the prior year through July. Lodging moved in the opposite direction, rising 12.7% for the month and 1.6% year to date.

Benson's July retail sales were virtually unchanged after inflation, edging up 0.2%, but the year-to-date total was 4.4% lower. Restaurant and bar activity contracted 12.5% for the month and 11.5% through July. Hotel and motel receipts also weakened, falling 3.2% in July and 10.7% year to date.

Bisbee's results varied by category and period. Inflation-adjusted retail sales climbed 6.1% in July but were down 4.0% through July. Restaurant and bar sales dropped 9.1% for the

month while remaining 4.6% higher year to date. Lodging slipped 2.2% in July and increased 4.4% over the seven-month period.

Douglas registered broad-based improvement. After inflation, retail sales advanced 11.5% in July and 5.9% year to date, while restaurant and bar sales grew 5.7% for the month and 7.7% through July.

Huachuca City remained the weakest retail market in the county. Inflation-adjusted sales fell 15.7% in July and 14.2% during the first seven months of the year.

Sierra Vista's July figures showed declines in retail and dining alongside stronger lodging. Retail sales were down 3.2% after inflation for the month and 4.1% year to date. Restaurant and bar sales decreased 1.5% in July but stood 2.8% above the prior year through July. Hotel and motel receipts rose 8.5% for the month, although the year-to-date total remained 6.8% lower than the same period last year.

Tombstone recorded sharp inflation-adjusted declines in the July tourism offseason. Retail sales fell 33.8%, restaurant and bar sales dropped 29.9%, and hotel and motel sales decreased 14.7% from a year earlier. The year-to-date comparisons were less severe but still negative, with retail down 8.4%, dining down 5.1%, and lodging down 2.7%.

Willcox also produced uneven results. Retail sales decreased 1.6% in July after inflation but remained 0.8% higher year to date. Restaurant and bar sales were down 3.0% for the month and 7.9% through July, while lodging declined 8.0% in July and 3.8% year to date.

Taken together, the inflation-adjusted data show no single countywide trend. Lodging supplied the strongest July gains, while retail remained below last year and restaurant activity was nearly flat. Douglas posted the most consistent growth among the municipalities, whereas Huachuca City's retail decline and Tombstone's broad July pullback stood out on the downside.

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 2026	July 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	\$8,808,014,896	\$8,627,552,052	2.1%	-1.2%	\$62,196,316,454	\$60,865,422,034	2.2%	-1.1%
Restaurant/Bar	\$1,801,318,052	\$1,728,680,466	4.2%	0.8%	\$14,379,619,962	\$13,698,031,316	5.0%	1.6%
Hotel/Motel	\$310,365,031	\$312,133,013	-0.6%	-3.8%	\$3,661,999,256	\$3,429,999,110	6.8%	3.4%
Remote Seller*	\$1,564,486,478	\$1,370,015,835	14.2%	10.5%	\$10,577,073,536	\$9,086,955,592	16.4%	12.7%
COCHISE COUNTY								
Retail	\$98,137,244	\$98,427,030	-0.3%	-3.5%	\$688,061,990	\$692,512,824	-0.6%	-3.8%
Restaurant/Bar	\$17,990,016	\$17,686,818	1.7%	-1.6%	\$137,774,411	\$131,673,117	4.6%	1.3%
Hotel/Motel	\$4,034,832	\$3,464,715	16.5%	12.7%	\$33,302,455	\$31,742,925	4.9%	1.6%
Remote Seller*	\$23,897,073	\$20,196,204	18.3%	14.5%	\$159,680,554	\$137,861,676	15.8%	12.1%
BENSON								
Retail**	\$6,994,558	\$6,751,498	3.6%	0.2%	\$49,616,927	\$50,242,606	-1.2%	-4.4%
Restaurant/Bar	\$1,375,208	\$1,519,689	-9.5%	-12.5%	\$11,189,990	\$12,241,915	-8.6%	-11.5%
Hotel/Motel	\$173,940	\$173,884	0.0%	-3.2%	\$1,981,235	\$2,148,518	-7.8%	-10.7%
BISBEE								
Retail	\$3,092,551	\$2,820,930	9.6%	6.1%	\$22,787,080	\$22,988,262	-0.9%	-4.0%
Restaurant/Bar	\$985,802	\$1,049,482	-6.1%	-9.1%	\$9,622,289	\$8,906,127	8.0%	4.6%
Hotel/Motel	\$353,834	\$349,947	1.1%	-2.2%	\$3,859,438	\$3,579,001	7.8%	4.4%
DOUGLAS								
Retail***	\$11,540,956	\$10,012,633	15.3%	11.5%	\$76,679,560	\$70,123,421	9.3%	5.9%
Restaurant/Bar	\$2,106,360	\$1,928,330	9.2%	5.7%	\$14,640,962	\$13,159,346	11.3%	7.7%
HUACHUCA CITY								
Retail	\$733,622	\$842,216	-12.9%	-15.7%	\$4,849,976	\$5,470,109	-11.3%	-14.2%
SIERRA VISTA								
Retail	\$56,526,026	\$56,494,486	0.1%	-3.2%	\$385,206,549	\$388,898,902	-0.9%	-4.1%
Restaurant/Bar	\$10,569,095	\$10,384,427	1.8%	-1.5%	\$78,371,634	\$73,783,140	6.2%	2.8%
Hotel/Motel	\$1,901,946	\$1,695,897	12.1%	8.5%	\$13,874,715	\$14,415,276	-3.7%	-6.8%
TOMBSTONE								
Retail	\$1,066,827	\$1,559,739	-31.6%	-33.8%	\$10,739,323	\$11,351,424	-5.4%	-8.4%
Restaurant/Bar	\$633,967	\$875,323	-27.6%	-29.9%	\$6,131,701	\$6,252,151	-1.9%	-5.1%
Hotel/Motel	\$307,022	\$348,333	-11.9%	-14.7%	\$3,446,176	\$3,429,737	0.5%	-2.7%
WILLCOX								
Retail****	\$4,776,997	\$4,696,068	1.7%	-1.6%	\$35,422,003	\$34,025,443	4.1%	0.8%
Restaurant/Bar	\$1,232,748	\$1,229,601	0.3%	-3.0%	\$8,893,557	\$9,352,028	-4.9%	-7.9%
Hotel/Motel	\$452,016	\$475,292	-4.9%	-8.0%	\$4,370,701	\$4,398,267	-0.6%	-3.8%

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.