



168 E 4th St, Benson, Arizona 85602

**Contact:** Robert Carreira, Ph.D.  
Cochise Economy Project Manager  
Robert@CochiseEconomy.com

# News Release

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## Retail and lodging receipts up in November

BENSON, Arizona — In November 2021, Cochise County's retail sales and hotel/motel receipts were up, while restaurant and bar sales dipped slightly, compared to November 2020 (after adjusting for inflation). Countywide sales across industries saw strong growth for the first 11 months of the year compared to the same period of 2020.

November retail sales in Cochise County were up 4.0 percent from November 2020, compared to a 9.8 percent jump for all of Arizona. From January through November, Cochise County's retail sales were up 8.3 percent while statewide sales saw nearly double that growth at 15.8 percent. The strong gains in retail sales in the first 11 months of 2021, at both the county and state levels, follow a 2.1 percent annual increase in Cochise County and 5.1 percent growth statewide in 2020, the first year of the COVID pandemic.

Cochise County's restaurant & bar sales were down 1.2 percent in November, after inflation, but were up 17.0 percent for January through November. Statewide, Arizona's restaurant & bar sales were up 23.6 percent in November and 28.9 percent for January through November. Due to the COVID pandemic, Cochise County's annual restaurant & bar sales in 2020 were down 9.4 percent, while Arizona saw a more severe decline of 16.6 percent.

Hotel/motel receipts in Cochise County were up 27.9 percent in November and 35.3 percent for January through November. Statewide, receipts were up 75.2 percent in November and 48.6 percent for the first 11 months of the year. With the COVID-related slowdown in travel in 2020, annual hotel/motel receipts that year were down 25.5 percent in Cochise County and 33.1 percent statewide.

Inflation played a major role in determining the direction and magnitude of changes in sales in 2021, subtracting 6.8 percentage points from November growth rates and 4.5 points for the January-November timeframe, compared to a year prior. For instance, 5.6 percent nominal (unadjusted) growth in Cochise County's restaurant and bar sales in November reversed to a 1.2 percent decline after adjusting for inflation.

At the city level, retail sales in Benson were up 1.1 percent in November and 0.2 percent for the first 11 months of 2021. Restaurant and bar sales in Benson were down 3.3 percent in November, after

inflation, but were up 21.5 percent for the first 11 months, while hotel/motel receipts were up 43.9 percent in November and 22.0 percent for January through November.

In Bisbee, retail sales were up 2.7 percent in the November comparisons and 12.1 percent for the first 11 months of the year. Bisbee's restaurant and bar sales were down 35.8 percent in November but were up 16.2 percent for the first 11 months, while hotel/motel receipts were up 6.1 percent in November and 43.6 percent for January through November.

In Douglas, retail sales were up 15.8 percent in November and 5.5 percent for January through November. Restaurant and bar sales in Douglas were down 2.5 percent in November, after inflation, but were up 6.5 percent for the first 11 months of the year. (Hotel/motel data are unavailable for Douglas due to the small number of establishments and confidentiality rules.)

Huachuca City's retail sales were down 21.2 percent in November and 7.2 percent for the first 11 months of 2021. (Restaurant and bar and hotel/motel numbers are not available for Huachuca City due to the small number of businesses.)

Retail sales in Sierra Vista were up 4.0 percent in November and 9.8 percent for the January through November comparisons. Sierra Vista's restaurant and bar sales were down 1.7 percent in November, after the inflation adjustment, but were up 13.6 percent for the first 11 months of the year, while hotel/motel receipts were up 51.7 percent in November and 44.4 percent for the first 11 months.

Tombstone's retail sales were up 5.0 percent in November and 46.0 percent for the first 11 months of 2021. Restaurant and bar sales in Tombstone were up 1.7 percent in November and 32.0 percent for January through November, while hotel/motel receipts were down 6.2 percent in November but were up 45.6 percent for the first 11 months of 2021.

In Willcox, retail sales were down 34.5 percent in the November comparisons but were up 9.3 percent for the first 11 months of the year. Restaurant and bar sales in Willcox were down 6.6 percent in November but were up 13.6 percent for January through November. Willcox hotel/motel receipts were up 36.8 percent in November (year-to-date comparison data for 2020-2021 are not available).

For more information on the Cochise County economy, including current and historical data, visit [CochiseEconomy.com](http://CochiseEconomy.com), a partnership project of SAEDG, Arizona G&T Cooperatives, and community sponsors.

## Cochise County Major Industry Sales

	November 2021	November 2020	Year-over-year growth	Year-over-year Inflation-adjusted growth	Year-to-date 2021	Year-to-date 2020	Year-to-date growth	Year-to-date Inflation-adjusted growth
<b>Arizona</b>								
Retail	\$8,177,659,720	\$7,013,473,716	16.6%	9.8%	\$84,727,581,261	\$70,460,651,533	20.2%	15.8%
Restaurant/Bar	\$1,550,597,480	\$1,189,242,645	30.4%	23.6%	\$16,319,528,712	\$12,232,370,037	33.4%	28.9%
Hotel/Motel	\$400,144,153	\$219,890,745	82.0%	75.2%	\$3,714,452,813	\$2,426,947,000	53.1%	48.6%
<b>Cochise County</b>								
Retail	\$94,929,531	\$85,682,852	10.8%	4.0%	\$1,002,802,626	\$889,275,584	12.8%	8.3%
Restaurant/Bar	\$13,353,223	\$12,639,621	5.6%	-1.2%	\$166,383,148	\$137,003,978	21.4%	17.0%
Hotel/Motel	\$3,473,116	\$2,577,441	34.8%	27.9%	\$41,194,691	\$29,467,555	39.8%	35.3%
<b>Benson</b>								
Retail**	\$6,859,958	\$6,356,624	7.9%	1.1%	\$69,893,811	\$66,736,019	4.7%	0.2%
Restaurant/Bar	\$1,261,485	\$1,219,159	3.5%	-3.3%	\$15,639,465	\$12,417,676	25.9%	21.5%
Hotel/Motel	\$361,234	\$239,674	50.7%	43.9%	\$4,364,893	\$3,451,107	26.5%	22.0%
<b>Bisbee</b>								
Retail	\$3,116,816	\$2,845,649	9.5%	2.7%	\$33,856,827	\$29,035,517	16.6%	12.1%
Restaurant/Bar	\$580,365	\$817,609	-29.0%	-35.8%	\$9,723,572	\$8,057,677	20.7%	16.2%
Hotel/Motel	\$359,318	\$318,193	12.9%	6.1%	\$4,529,685	\$3,059,213	48.1%	43.6%
<b>Douglas</b>								
Retail***	\$10,823,673	\$8,827,908	22.6%	15.8%	\$95,602,294	\$86,929,648	10.0%	5.5%
Restaurant/Bar	\$1,337,091	\$1,282,219	4.3%	-2.5%	\$15,341,181	\$13,822,172	11.0%	6.5%
<b>Huachuca City</b>								
Retail	\$699,752	\$817,394	-14.4%	-21.2%	\$7,435,302	\$7,642,427	-2.7%	-7.2%
<b>Sierra Vista</b>								
Retail	\$54,183,631	\$48,889,090	10.8%	4.0%	\$581,102,864	\$508,564,620	14.3%	9.8%
Restaurant/Bar	\$7,775,752	\$7,401,218	5.1%	-1.7%	\$96,838,155	\$81,988,742	18.1%	13.6%
Hotel/Motel	\$1,605,798	\$1,012,979	58.5%	51.7%	\$18,910,049	\$12,698,289	48.9%	44.4%
<b>Tombstone</b>								
Retail	\$1,543,229	\$1,380,528	11.8%	5.0%	\$18,042,566	\$11,986,099	50.5%	46.0%
Restaurant/Bar	\$719,187	\$662,759	8.5%	1.7%	\$8,407,996	\$6,159,687	36.5%	32.0%
Hotel/Motel	\$299,028	\$297,288	0.6%	-6.2%	\$3,355,615	\$2,235,636	50.1%	45.6%
<b>Willcox</b>								
Retail****	\$3,119,245	\$4,314,186	-27.7%	-34.5%	\$43,960,327	\$38,639,551	13.8%	9.3%
Restaurant/Bar	\$743,217	\$742,029	0.2%	-6.6%	\$10,399,929	\$8,803,829	18.1%	13.6%
Hotel/Motel	\$495,610	\$345,018	43.6%	36.8%	\$5,658,518	NA	NA	NA

Source: Arizona Department of Revenue and US Economic Research

Note: State and county data reflect actual sales; city data are estimates based on sales tax collections. Retail excludes food for home consumption. \*\*Excludes single Items over \$5,000. \*\*\*Excludes single Items over \$10,000. \*\*\*\*Excludes single Items over \$1,250. NA = data not available.

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