

**Santa Cruz County: Gross Sales (\$)**

Restaurant /Bar	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
January	3,665,066	4,785,234	3,347,017	3,896,343	3,809,526	4,259,326	4,708,835	4,484,476	4,302,501	4,896,768	5,145,028	5,499,022	4,258,442	6,140,587	7,107,244	7,231,317	7,860,183
February	3,594,357	3,985,023	3,915,723	3,900,484	4,168,930	4,170,154	4,650,531	5,381,763	5,166,054	5,428,743	5,272,986	4,885,818	5,333,165	6,540,990	7,208,871	7,442,785	7,054,012
March	3,962,046	4,843,492	4,025,209	4,018,199	4,578,311	5,076,596	5,336,963	5,323,460	4,793,462	5,372,882	6,415,121	4,283,109	5,809,361	7,646,274	8,443,270	9,521,470	9,135,783
April	3,509,439	3,713,350	3,824,927	4,650,593	4,294,345	4,608,589	4,928,174	4,822,584	5,718,734	5,580,218	6,085,454	2,992,596	5,603,748	7,054,678	7,931,901	8,118,056	8,470,453
May	3,762,364	4,360,568	3,614,520	3,862,308	4,130,814	4,237,351	4,841,989	5,060,272	4,864,092	5,036,469	5,792,222	4,469,102	5,810,995	6,941,095	7,298,914	8,299,597	7,917,065
June	3,294,343	3,559,487	3,458,144	3,682,813	3,765,971	4,010,027	4,039,257	4,024,186	4,374,833	4,751,897	4,860,725	3,554,897	5,069,352	6,082,206	7,099,979	7,622,963	7,771,024
July	3,028,857	3,304,778	3,298,114	3,631,611	3,780,126	3,919,834	4,241,866	4,280,563	4,183,122	4,452,313	4,403,630	3,182,369	5,065,222	6,592,576	6,708,265	6,830,559	9,150,950
August	3,303,880	3,145,795	3,027,806	3,342,403	3,815,155	3,684,926	3,815,315	3,677,823	4,132,657	4,464,230	4,602,294	3,857,799	4,833,571	5,969,974	6,621,956	6,741,630	9,691,216
September	3,128,174	2,937,470	2,958,791	3,804,912	3,513,395	3,639,849	4,017,581	3,933,397	4,221,370	4,832,667	4,779,716	3,786,634	5,330,552	6,568,029	6,799,732	7,761,212	7,254,547
October	3,367,133	3,463,195	3,244,067	3,648,315	3,655,874	3,399,814	4,022,494	4,392,190	3,827,702	4,673,396	4,648,981	3,960,071	5,318,085	7,024,642	7,376,243	7,133,539	7,443,251
November	3,109,204	3,201,012	3,395,644	3,712,765	4,090,560	4,447,674	4,365,897	4,288,850	4,340,512	4,951,114	5,293,077	4,210,944	6,653,727	6,680,610	7,866,631	8,080,841	8,056,727
December	2,710,066	3,832,319	3,957,945	5,235,744	4,714,328	4,525,468	4,670,280	4,978,110	5,558,715	6,063,850	6,253,933	4,682,656	6,729,666	8,132,317	9,202,717	8,660,961	8,617,724
<b>Total</b>	<b>40,434,929</b>	<b>45,131,723</b>	<b>42,067,907</b>	<b>47,386,490</b>	<b>48,317,335</b>	<b>49,979,608</b>	<b>53,639,182</b>	<b>54,647,674</b>	<b>55,483,754</b>	<b>60,504,547</b>	<b>63,553,167</b>	<b>49,365,017</b>	<b>65,815,886</b>	<b>81,373,978</b>	<b>89,665,723</b>	<b>93,444,930</b>	<b>98,422,935</b>
% change from prior year		11.6%	-6.8%	12.6%	2.0%	3.4%	7.3%	1.9%	1.5%	9.0%	5.0%	-22.3%	33.3%	23.6%	10.2%	4.2%	5.3%

**Santa Cruz County: Gross Sales (\$)**

Amusement	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
January	391,984	546,863	360,392	307,574	493,812	350,404	432,095	384,899	350,746	363,633	342,219	367,853	321,270	417,235	446,501	377,002	373,136
February	479,766	490,364	449,437	421,653	352,034	379,392	487,332	420,982	415,429	421,329	358,549	360,371	327,049	418,128	416,224	377,710	444,887
March	542,097	626,342	328,520	844,580	453,001	533,256	574,981	523,971	274,047	522,719	516,209	338,963	522,781	579,301	590,063	562,030	533,523
April	554,857	498,159	407,695	461,417	697,326	310,163	448,729	427,620	752,182	484,432	428,783	167,872	419,371	498,265	571,169	480,481	496,598
May	655,823	430,882	395,539	385,336	435,423	236,326	337,919	328,366	318,146	353,699	420,456	212,343	328,819	386,407	362,921	394,410	461,922
June	341,561	381,027	343,047	312,128	239,336	311,495	315,380	328,335	299,389	318,551	325,894	151,166	320,430	357,398	384,859	367,916	356,493
July	155,986	358,324	305,564	150,398	383,991	254,767	374,139	324,018	307,864	285,601	317,596	157,303	290,463	378,680	378,467	342,167	364,773
August	499,422	300,806	246,907	189,181	198,578	293,891	245,798	242,033	233,090	232,379	308,863	169,218	253,480	257,191	300,501	330,553	327,669
September	245,411	272,056	136,598	350,294	166,158	231,764	267,698	266,425	285,264	250,839	372,621	214,622	304,366	291,471	306,643	375,773	271,874
October	296,751	371,853	316,361	500,008	247,934	314,437	312,845	308,040	270,820	317,643	335,314	286,764	429,945	397,100	325,450	358,499	364,264
November	405,686	272,871	306,691	135,901	257,903	351,821	341,689	308,890	369,038	359,519	244,137	251,970	354,567	400,733	392,095	440,633	426,695
December	335,727	399,758	204,496	589,545	549,575	270,171	334,025	300,940	355,531	322,687	303,020	266,661	426,062	339,996	438,537	416,667	441,526
<b>Total</b>	<b>4,905,071</b>	<b>4,949,305</b>	<b>3,801,247</b>	<b>4,648,015</b>	<b>4,475,071</b>	<b>3,837,887</b>	<b>4,472,630</b>	<b>4,164,519</b>	<b>4,231,546</b>	<b>4,233,031</b>	<b>4,273,661</b>	<b>2,945,106</b>	<b>4,298,603</b>	<b>4,721,905</b>	<b>4,913,430</b>	<b>4,823,841</b>	<b>4,863,360</b>
% change from prior year		0.9%	-23.2%	22.3%	-3.7%	-14.2%	16.5%	-6.9%	1.6%	0.0%	1.0%	-31.1%	46.0%	9.8%	4.1%	-1.8%	0.8%

Note: Data is entered in the month sales occurred and not the following reporting month.

Source: Arizona Department of Revenue, Taxable Sales by County.

Compiled by: Arizona Hospitality Research and Resource Center (AHRRC).

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**Santa Cruz County: Gross Sales (\$)**

Retail	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
January	22,039,107	19,972,408	20,566,284	19,957,881	22,164,489	21,672,345	23,786,522	24,950,820	23,899,378	14,141,561	22,456,323	26,376,259	25,550,325	34,017,313	34,146,541	37,574,708	38,931,785
February	20,887,794	22,882,565	23,094,439	24,334,161	24,934,219	24,413,263	29,255,829	26,787,411	25,507,692	25,097,260	25,669,209	26,567,055	26,665,280	34,110,269	34,534,964	35,795,847	39,490,412
March	23,281,413	22,851,277	27,362,685	25,705,790	30,261,595	28,763,856	31,595,466	29,978,849	29,830,415	30,661,415	31,698,967	25,933,927	33,065,988	40,663,315	40,502,527	44,999,407	43,870,201
April	24,596,673	24,143,154	26,154,992	25,459,015	14,012,999	28,169,166	30,015,900	27,410,489	28,407,489	26,728,669	30,665,655	22,142,789	31,893,561	36,194,711	40,724,017	42,121,490	33,956,407
May	26,900,545	22,995,087	24,499,509	23,024,453	26,743,034	27,195,149	27,835,560	26,579,107	27,110,981	27,102,697	29,953,509	26,467,750	31,208,128	38,549,393	38,051,539	40,894,167	40,993,274
June	23,434,057	23,952,618	24,021,944	23,634,703	27,320,532	26,117,271	26,820,252	26,221,086	29,986,805	26,549,129	28,016,770	26,776,691	30,810,219	37,792,865	39,076,549	41,822,293	42,491,763
July	23,390,552	21,863,356	23,520,199	23,126,921	25,357,671	25,302,112	27,646,029	26,668,116	23,842,838	25,304,467	27,339,004	23,334,382	28,150,081	34,938,602	45,428,271	46,925,904	39,882,875
August	23,254,351	23,380,373	22,879,901	22,967,083	24,260,146	25,427,618	25,255,280	23,970,385	24,594,149	25,000,198	27,915,288	23,772,857	27,641,227	33,658,256	37,268,827	41,136,285	38,305,467
September	28,950,259	20,524,415	21,015,280	22,770,329	21,440,812	23,032,518	27,570,412	24,588,811	24,015,743	23,390,035	24,696,345	23,447,340	29,476,145	33,659,613	39,751,908	44,310,876	42,734,782
October	22,028,293	21,799,645	22,122,997	24,082,795	23,944,647	7,138,369	24,817,273	24,923,880	25,309,333	26,443,809	28,315,933	24,127,323	30,362,928	36,279,636	38,484,043	41,711,183	41,818,741
November	27,930,279	29,108,408	28,742,108	29,090,362	30,105,575	33,509,811	33,087,204	29,019,812	30,062,593	32,888,672	33,005,954	28,744,965	40,195,137	43,250,577	43,644,424	47,456,352	47,167,792
December	36,403,741	39,158,376	38,307,431	39,669,690	40,991,654	40,152,378	39,468,891	37,603,062	38,363,244	39,021,856	44,564,848	34,286,501	46,119,529	53,946,747	53,928,398	58,743,269	61,577,709
<b>Total</b>	<b>303,097,064</b>	<b>292,631,682</b>	<b>302,287,769</b>	<b>303,823,183</b>	<b>311,537,373</b>	<b>310,893,856</b>	<b>347,154,618</b>	<b>328,701,828</b>	<b>330,930,660</b>	<b>322,329,768</b>	<b>354,297,805</b>	<b>311,977,839</b>	<b>381,138,548</b>	<b>457,061,297</b>	<b>485,542,008</b>	<b>523,491,781</b>	<b>511,221,208</b>
% change from prior year		-3.5%	3.3%	0.5%	2.5%	-0.2%	11.7%	-5.3%	0.7%	-2.6%	9.9%	-11.9%	22.2%	19.9%	6.2%	7.8%	-2.3%

**Santa Cruz County: Gross Sales (\$)**

Hotel/Motel	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
January	736,763	861,055	643,283	927,363	947,029	1,010,692	1,431,688	1,240,215	1,129,883	1,258,467	1,231,554	1,131,851	1,006,826	1,607,967	1,934,733	1,816,203	1,704,725
February	1,076,597	1,692,602	1,437,904	841,386	1,092,892	979,989	1,463,388	1,286,943	1,165,670	1,347,911	1,498,227	1,538,093	1,000,679	1,781,765	2,261,050	2,024,501	2,034,809
March	1,087,224	1,403,826	745,327	1,146,836	1,249,200	1,258,672	1,511,512	1,362,832	911,656	1,281,128	1,715,874	824,944	1,530,090	2,256,923	2,358,251	2,498,732	2,383,493
April	1,111,527	1,424,048	1,219,357	-513,849	1,199,357	1,094,364	1,190,423	1,305,012	1,748,109	1,522,368	1,554,696	462,347	1,371,386	1,797,223	1,751,012	1,983,736	1,632,531
May	606,504	1,046,865	788,138	767,440	1,323,190	938,034	1,122,294	759,389	958,292	992,563	1,118,029	327,040	1,368,072	1,324,435	1,411,048	1,518,866	1,350,609
June	575,338	872,507	1,015,905	762,210	843,133	791,228	1,696,125	907,337	928,219	892,622	1,103,480	598,749	1,108,641	1,429,676	1,411,475	1,442,239	1,259,115
July	793,907	933,246	633,221	655,112	984,790	1,071,377	1,286,667	799,314	931,030	952,647	895,586	565,655	1,019,439	1,166,471	1,318,844	1,464,231	992,597
August	834,902	793,245	716,800	859,805	698,051	688,375	765,890	662,485	875,199	779,962	971,288	657,170	1,202,545	1,258,063	1,278,269	1,257,321	1,199,777
September	825,395	969,234	622,562	973,199	896,132	751,964	794,726	749,471	866,557	984,867	958,710	753,041	1,035,897	1,271,899	1,379,900	1,379,472	1,009,169
October	862,405	1,114,169	721,179	1,212,646	909,004	1,104,646	969,552	1,019,246	1,046,948	1,031,145	1,047,662	959,794	1,580,722	1,729,332	1,351,720	1,687,397	1,572,446
November	1,047,643	1,320,104	998,657	1,052,818	1,218,691	1,126,078	1,228,642	1,071,484	1,159,608	1,480,815	1,404,489	1,014,439	1,660,522	1,904,586	1,996,143	1,947,794	1,874,093
December	1,130,991	1,248,476	841,679	2,505,227	992,333	1,046,841	1,089,831	1,221,065	1,462,016	1,432,228	1,511,265	993,566	1,923,894	2,036,538	2,086,798	1,858,450	1,690,922
<b>Total</b>	<b>10,689,196</b>	<b>13,679,377</b>	<b>10,384,012</b>	<b>11,190,193</b>	<b>12,353,802</b>	<b>11,862,260</b>	<b>14,550,738</b>	<b>12,384,793</b>	<b>13,183,187</b>	<b>13,956,723</b>	<b>15,010,860</b>	<b>9,826,689</b>	<b>15,808,713</b>	<b>19,564,878</b>	<b>20,539,243</b>	<b>20,878,942</b>	<b>18,704,286</b>
% change from prior year		28.0%	-24.1%	7.8%	10.4%	-4.0%	22.7%	-14.9%	6.4%	5.9%	7.6%	-34.5%	60.9%	23.8%	5.0%	1.7%	-10.4%

Note: Data is entered in the month sales occurred and not the following reporting month.

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