

## April-June 2026 Northern Michigan Search Interest Forecast

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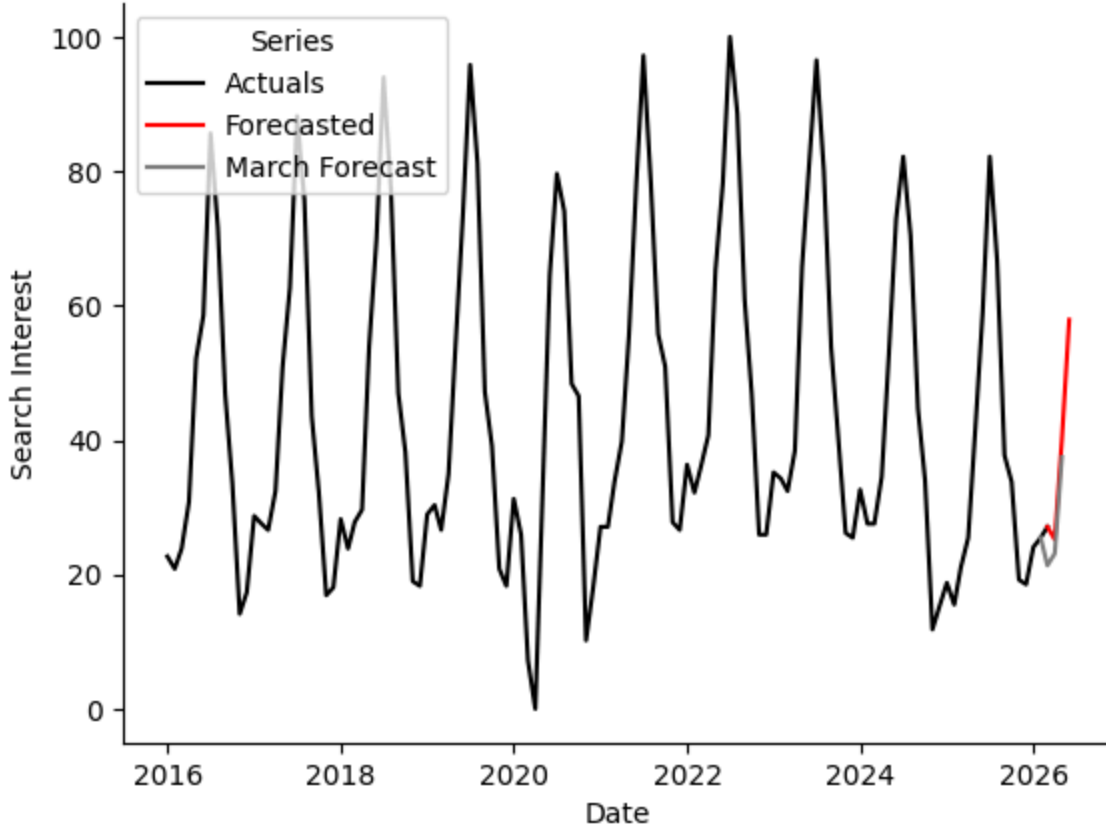
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Below are my search interest forecasts for the combined Northern Lower and combined Upper Pensinsula places for April, May, and June 2026. Note that the possible range for historical search interest is normalized to a maximum of 100 and a minimum of 0, but forecasts outside this range are permissible as these values are forecasted to be outside the historical range.

March was the last month of winter and search interest was similar to forecasted for both pensinsulas. It was a little higher than forecasted, more so for the Lower Peninsula. Future forecasts for April and May are also a little higher than they were in March.

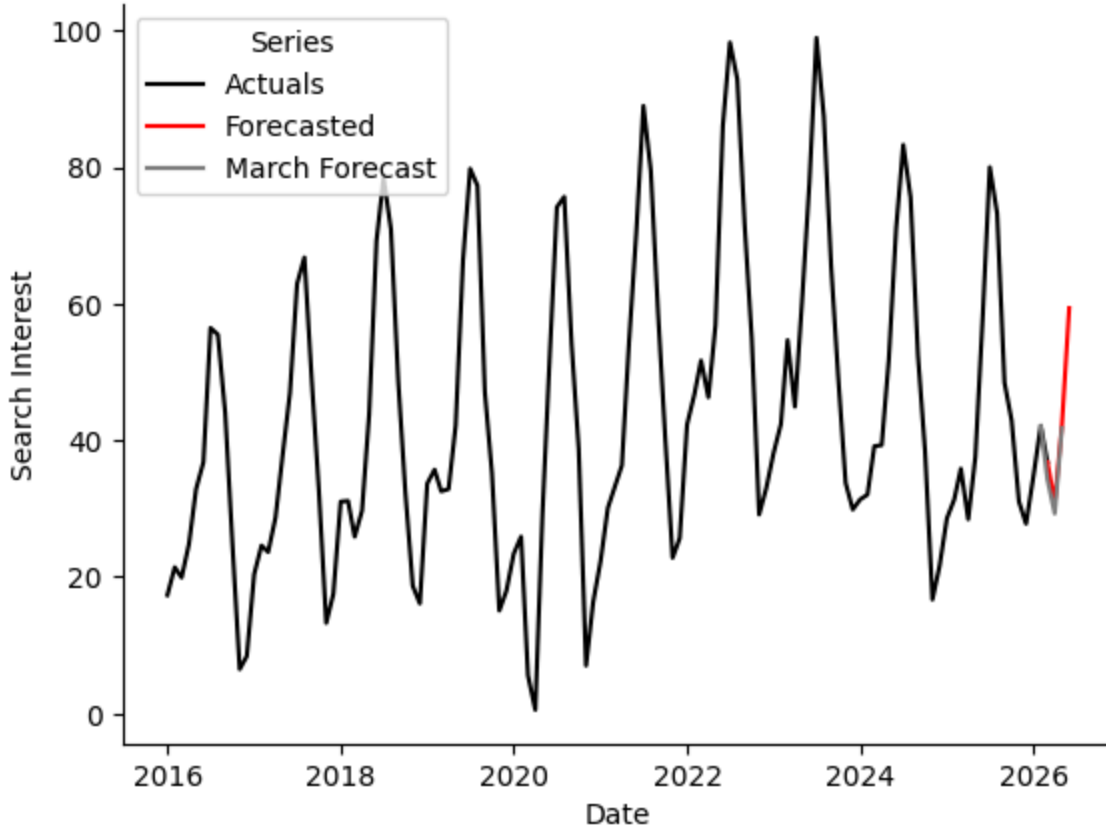
The current forecast will show an upward ramp in search interest leading into summer. Temperature should make some difference in summer search interest, particularly for the Lower Peninsula. However, weather forecasts currently suggest relatively normal temperatures with above normal precipitation. I provide barcharts comparing the average search interest for the forecast months to the same months in previous years. Forecasts for search interest are lower than last year for the Lower Peninsula and about the same as last year for the Upper Peninsula.

Last month, I made model changes for this year to exclude the places of Greenland, Wolverine, and Free Soil from my list of places. It's highly unlikely that search interest for these terms is related to the places in Michigan. For instance, due to popular interest in 'Greenland' the search interest for the entire Upper Peninsula in February originally increase by about 20 points.

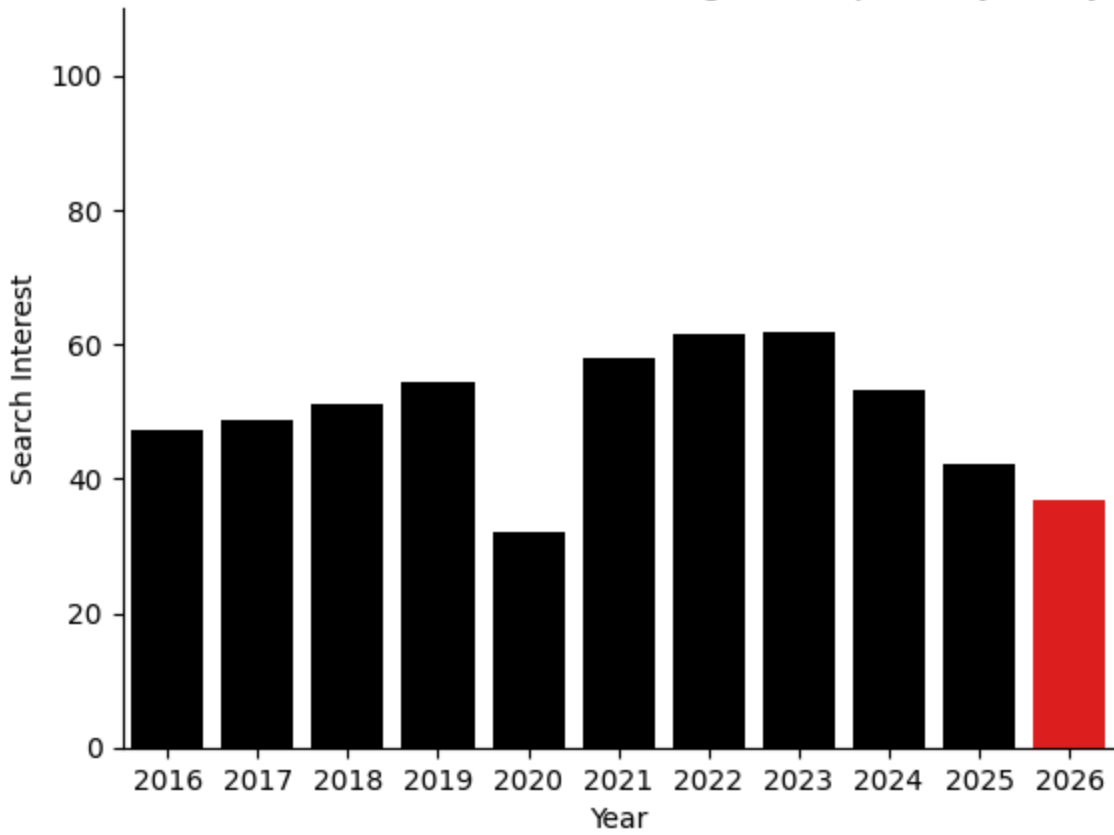
### Northern Lower Places Google Search Interest Forecast



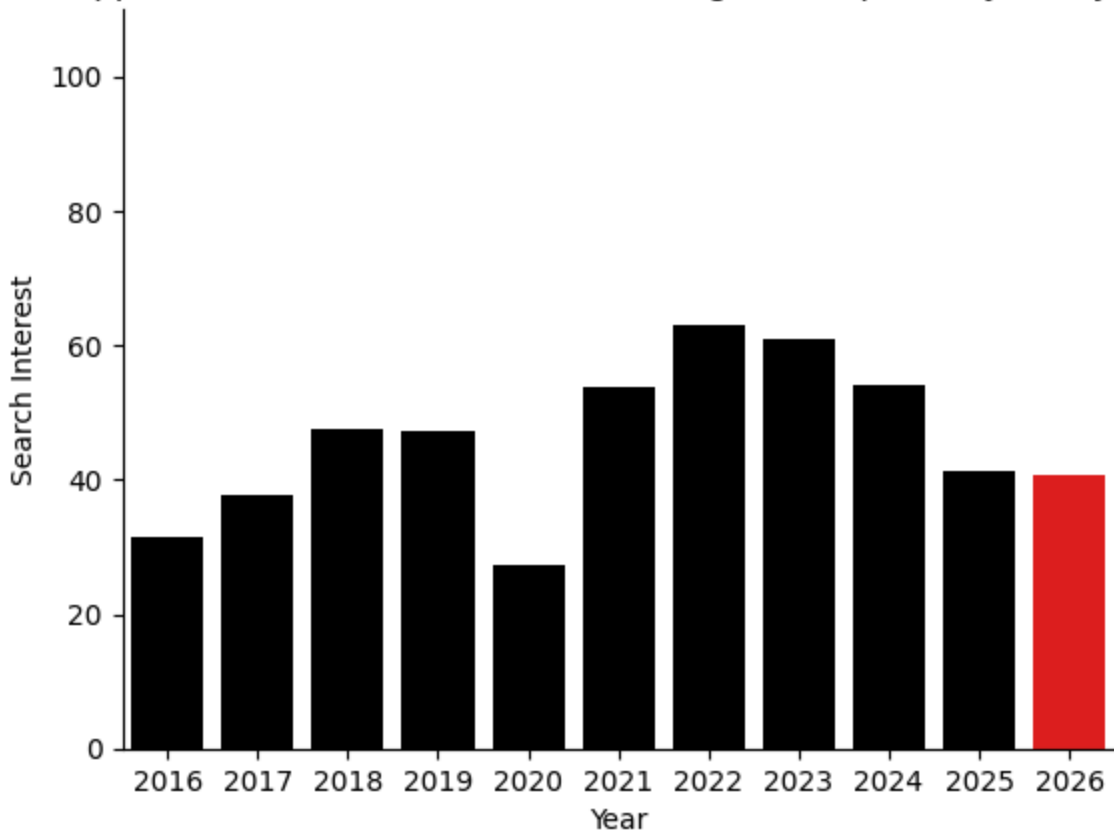
### Upper Pensinsula Places Google Search Interest Forecast



Northern Lower Search Interest Averaged for April, May, and June



Upper Peninsula Search Interest Averaged for April, May, and June



The following table shows the top five places that are forecasted to have the highest search interest compared to the same time period in 2025.

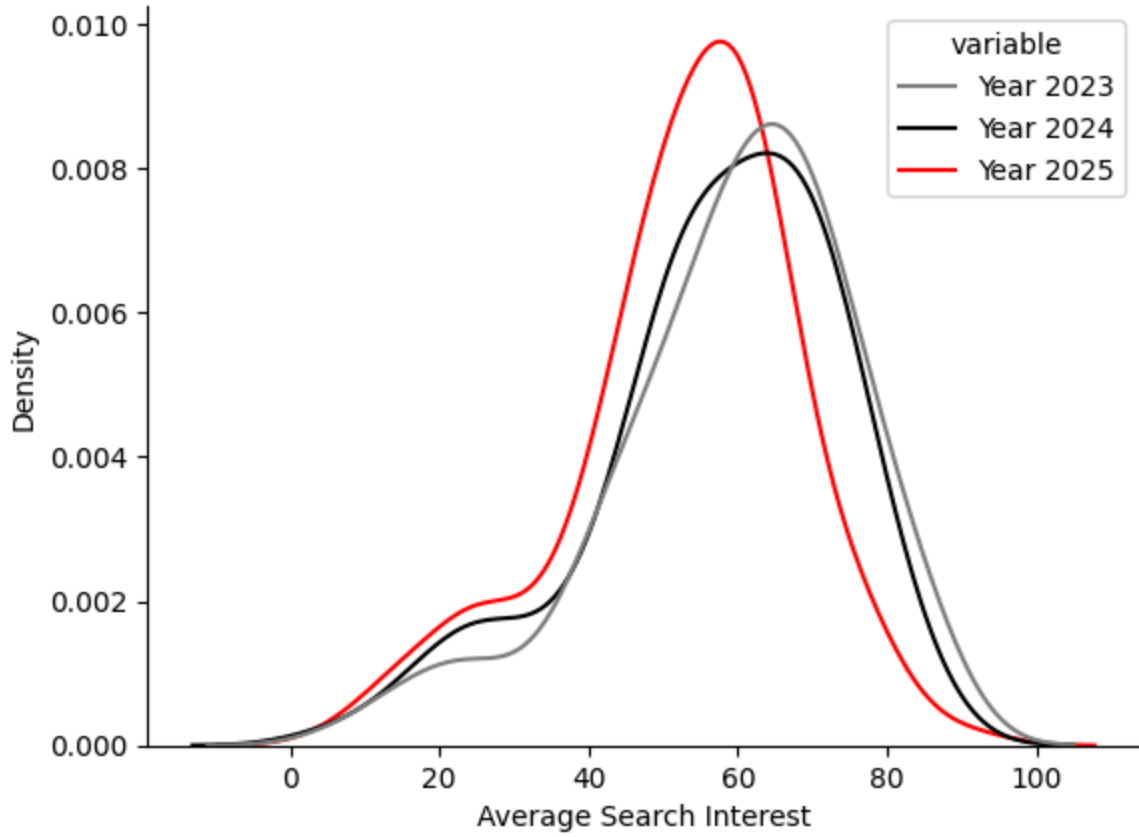
	<b>Place</b>	<b>Peninsula</b>	<b>Difference</b>
<b>0</b>	Copper City	Upper	18.4
<b>1</b>	Buckley	Lower	16.3
<b>2</b>	Elberta	Lower	15.4
<b>3</b>	Atlantic Mine	Upper	14.6
<b>4</b>	South Range	Upper	13.7

Three things impact the value of the search interest forecasts for each place.

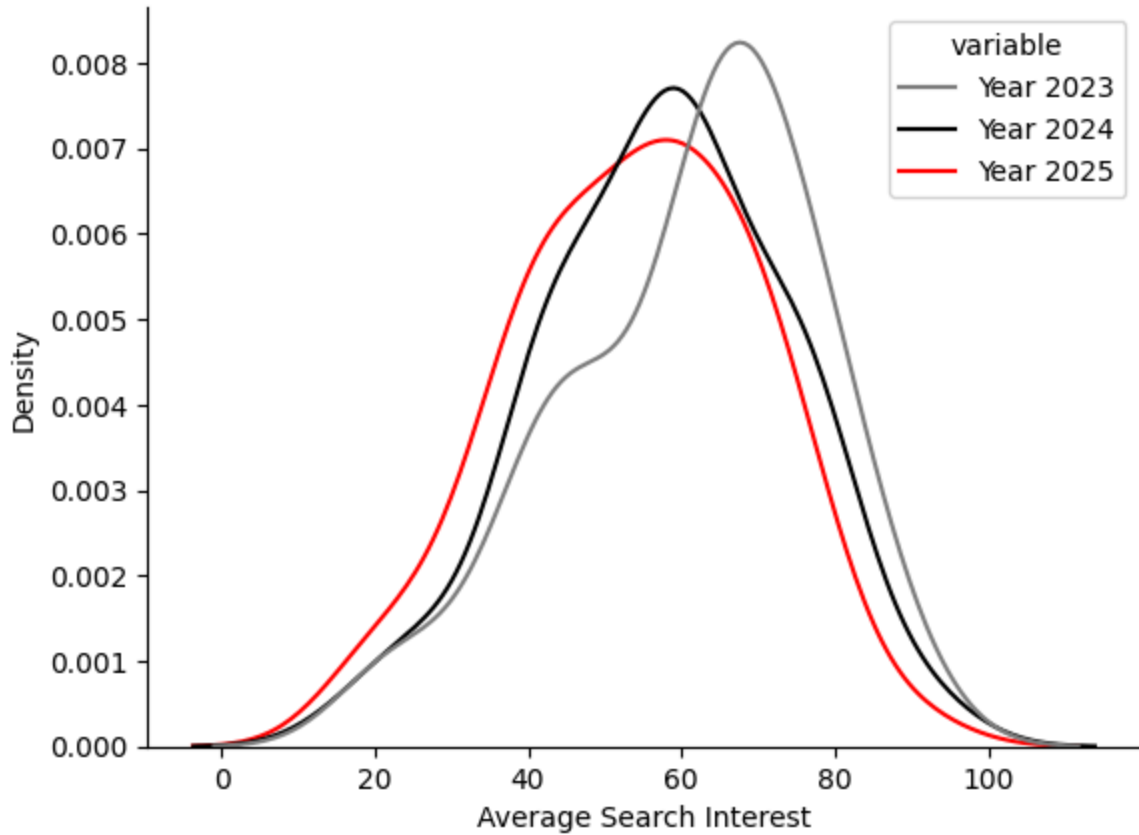
1. The previous year's monthly value for each individual place.
2. While not directly impacting the model forecast, seasonal (12 mo) differencing accounts for the fact that search interest is higher in some portions of the year than others (so previous year actual is impacted).
3. Model difference: based on forecasted weather and gas price changes, the model will predict 12 mo changes from the previous year for each individual place. These levels are adjusted for the previous 12 month trend. Then these new levels are aggregated via regression to the peninsula level series.

The two KDE plots below plot the distributions of the individual place actual values for the months of April, May, and June for the previous three years. Note that the values for 2025 serve as the last actual values for 2026. For both peninsulas, the values for 2025 are lower than 2023 and 2024. I believe this shows the impact the downward trend in search interest since 2023/2024.

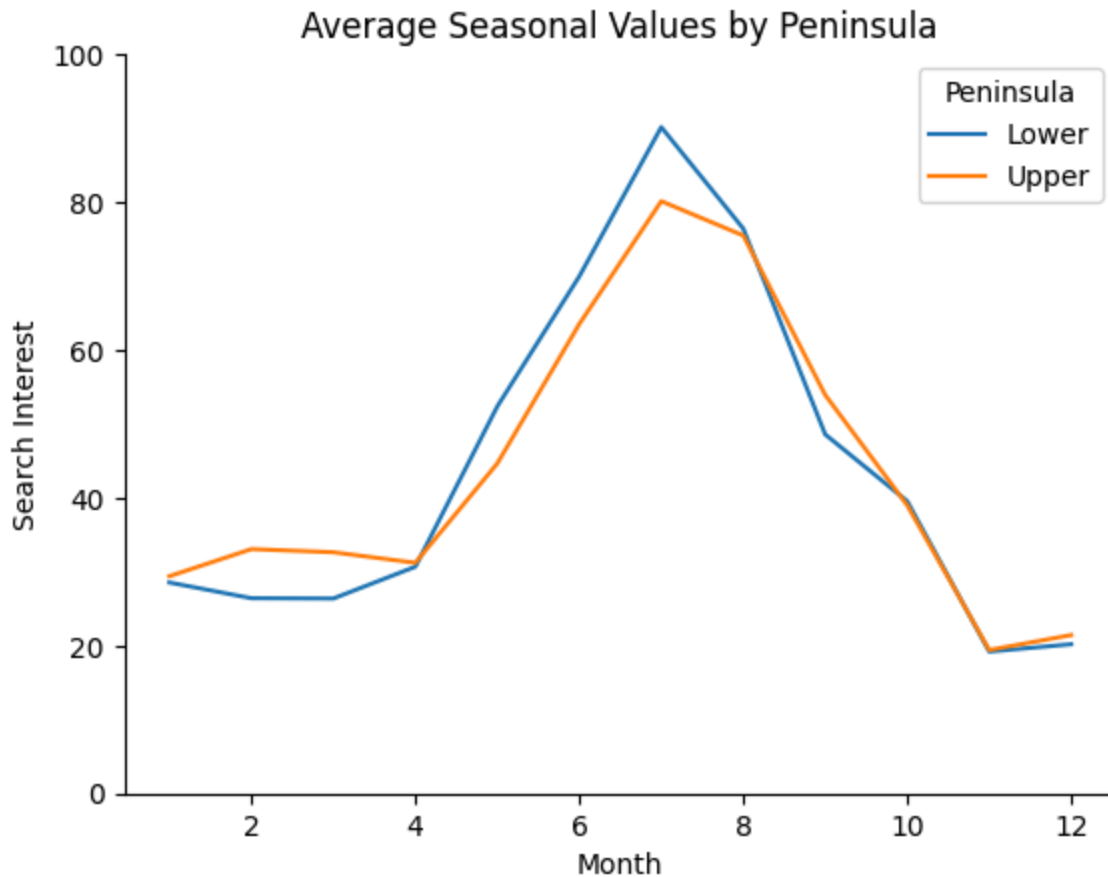
Lower Peninsula Place Level Search Interest Averaged for April, May, and June



Upper Peninsula Place Level Search Interest Averaged for April, May, and June

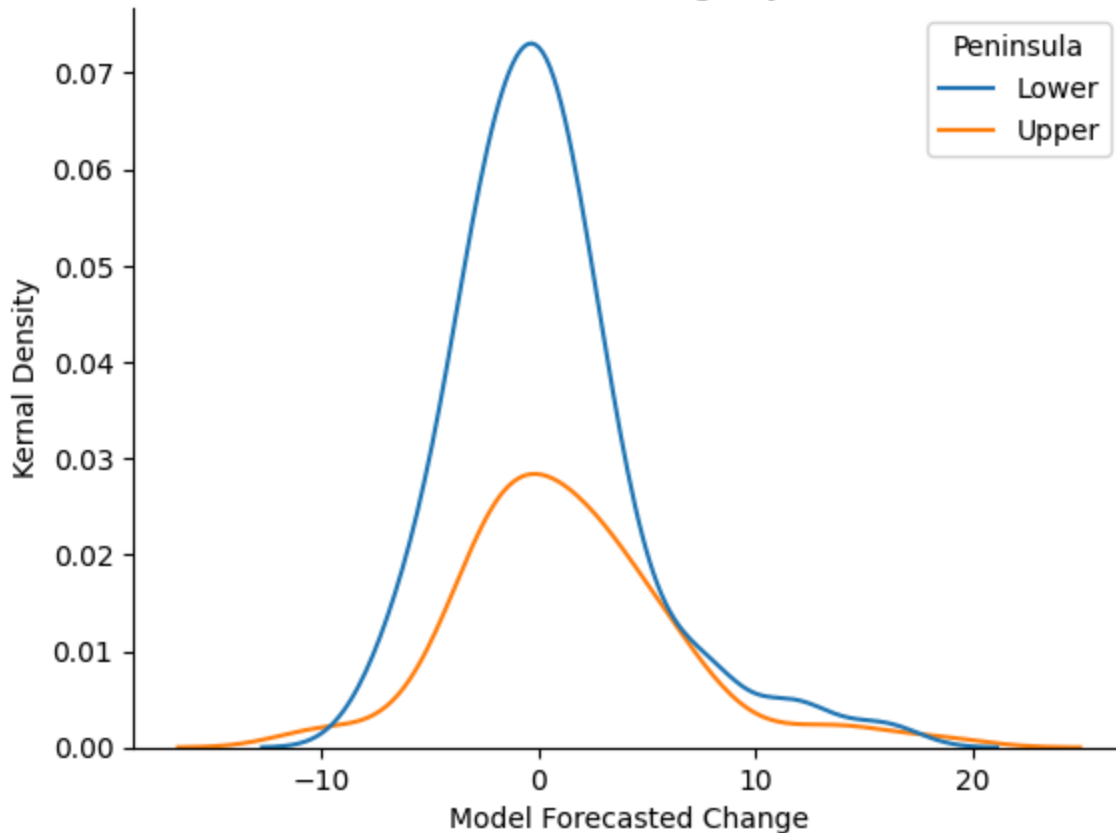


The following figure shows the aggregate average search interest for each calendar month. Both the Upper and Lower Peninsulas have a seasonal peak in July/August with the Lower Peninsula peak solidly in July. The Upper Peninsula peak solidly in July. The Upper Peninsula has higher values for January-March likely due to winter snow sports like snowmobiling. For the April-June period, we generally see increasing search interest.



Finally, forecasts are determined by the forecasted place level change from the previous year based on weather and gasoline prices and are adjusted based on the last 12 months of trends for each individual place. For both peninsulas, the most likely forecasted change from the previous year is near zero. (Note, however, that the final forecast numbers by peninsula are weighted by the size of the contribution of the place to total search interest.)

## Model Forecasted Change by Peninsula



### Places Impacted by Weather and Gas Prices

In addition to the above more aggregated analysis, I will now look at places that are impacted by weather and gasoline prices. (Many places are not impacted by these factors in the model and instead have an average increase or decrease year over year.) After identifying the places impacted by weather or gas prices, I then divide these places projected to have higher or lower search interest (on average) during the forecast months from the previous year. This is due to both the impact of weather and gasoline prices and the average trend year over year.

For the Northern Lower Peninsula, 61 of 142 places are impacted by weather or gasoline prices in the model. Of these, 31 are forecasted to have higher search interest during these three months than last year. The remaining are forecasted to have lower search interest than last year. These places are listed and the chart shows their yearly average search interest values for the three forecast months. Here, the vertical line signifies the start of the forecast period.

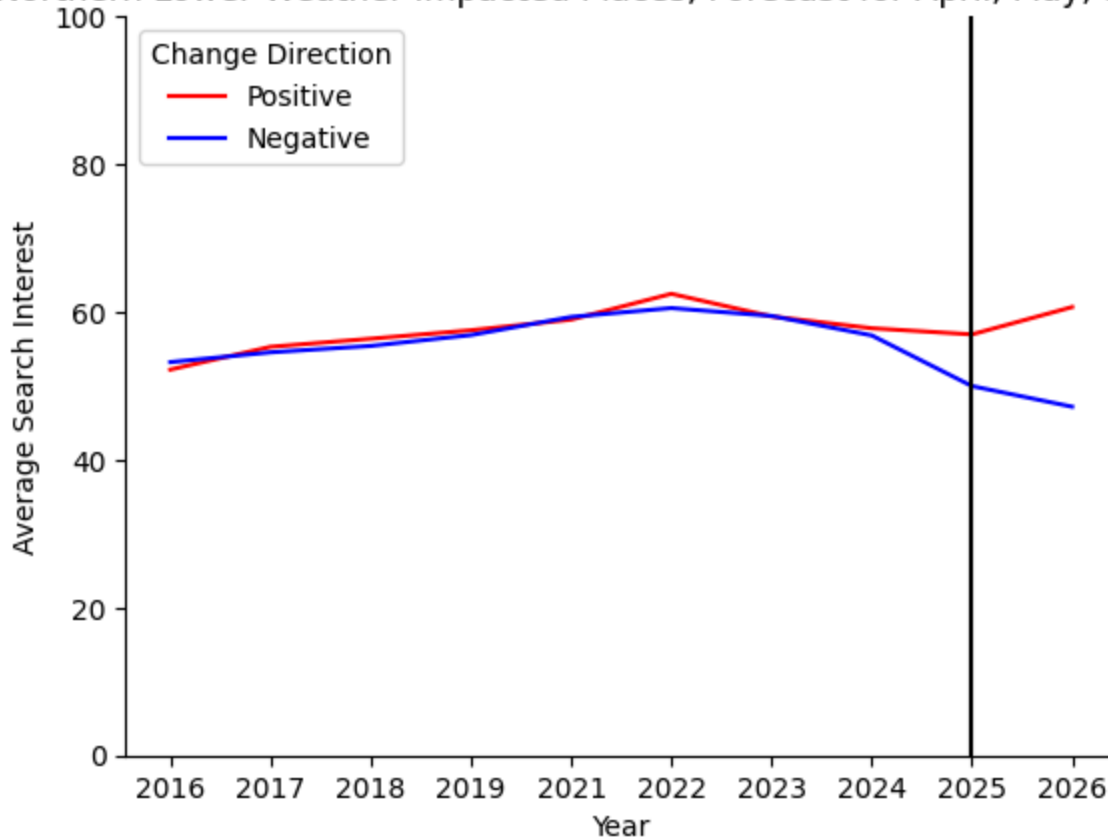
Northern Lower Places with Weather Impact Higher Interest than Last Year

['mackinac', 'northport', 'bear lake', 'charlevoix', 'lake city', 'manistee lake', 'tawas city', 'bay view', 'custer', 'carp lake', 'cross village', 'saint helen', 'eastport', 'omer', 'bay shore', 'pellston', 'buckley', 'prudenville', 'lakes of the north', 'levering', 'tustin', 'maple grove', 'kingsley', 'central lake', 'grawn', 'south boardman', 'pilgrim', 'lincoln', 'haring', 'falmouth', 'tower']

Northern Lower Places with Weather Impact Lower Interest than Last Year

['sand lake', 'luther', 'traverse city', 'bellaire', 'walloon lake', 'oscodan', 'east tawas', 'hubbard lake', 'cedar', 'rogers city', 'lewiston', 'cheboygan', 'standish', 'harrison', 'scottville', 'evart', 'manton', 'hillman', 'skidway lake', 'marion', 'brethren', 'ellsworth', 'kaleva', 'mcbain', 'mancelona', 'oak hill', 'eastlake', 'turner', 'atlanta', 'honor']

Northern Lower Weather Impacted Places, Forecast for April, May, and June



For the Upper Peninsula, 22 of 72 places are impacted by weather or gasoline prices in the model. Of these, 15 are forecasted to have higher search interest during these three months than last year. The remaining are forecasted to have lower search interest than last year. These places are listed and the chart shows their yearly average search interest values for the three forecast months. Here, the vertical line signifies the start of the forecast period.

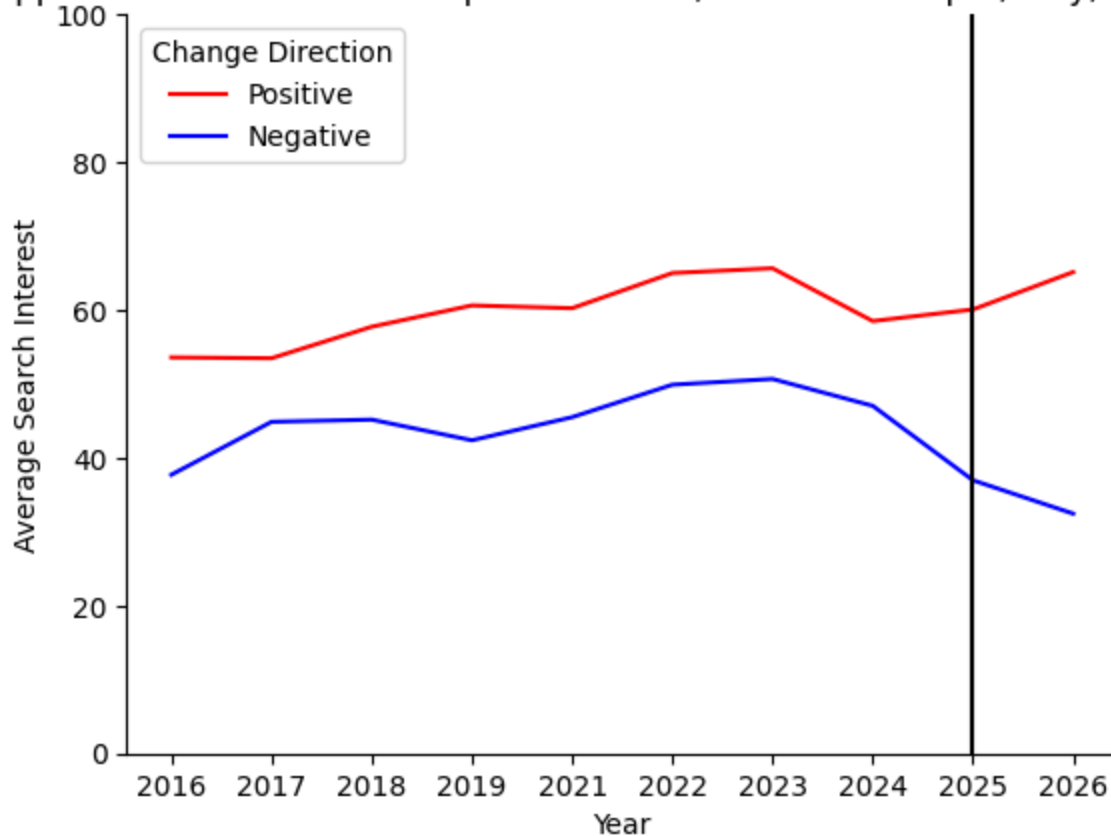
Upper Peninsula Places with Weather Impact Higher Interest than Last Year

['newberry', 'big bay', 'fulton', 'chassell', 'mohawk', 'rapid river', 'norway', 'calumet', 'dollar bay', 'atlantic mine', 'laurium', 'republic', 'kincheloe', 'stephenston', 'south range']

Upper Peninsula Places with Weather Impact Lower Interest than Last Year

['sault', 'michigamme', 'bergland', 'daggett', 'covington', 'ewen', 'mass city']

Upper Peninsula Weather Impacted Places, Forecast for April, May, and June



Normally, at this point I compare the actual temperatures from the previous month I acquired from weather.gov to the previous accuweather forecasts for that month. However, weather.gov doesn't have the last few weeks of data uploaded for March. Weather.gov has been very inconsistent about their data over the last year.

