

May-July 2026 Northern Michigan Search Interest Forecast

Author: Dan Shaffer

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Below are my search interest forecasts for the combined Northern Lower and combined Upper Pensinsula places for May, June, and July 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.

April search interest was higher than forecasted, more so for the Lower Peninsula.

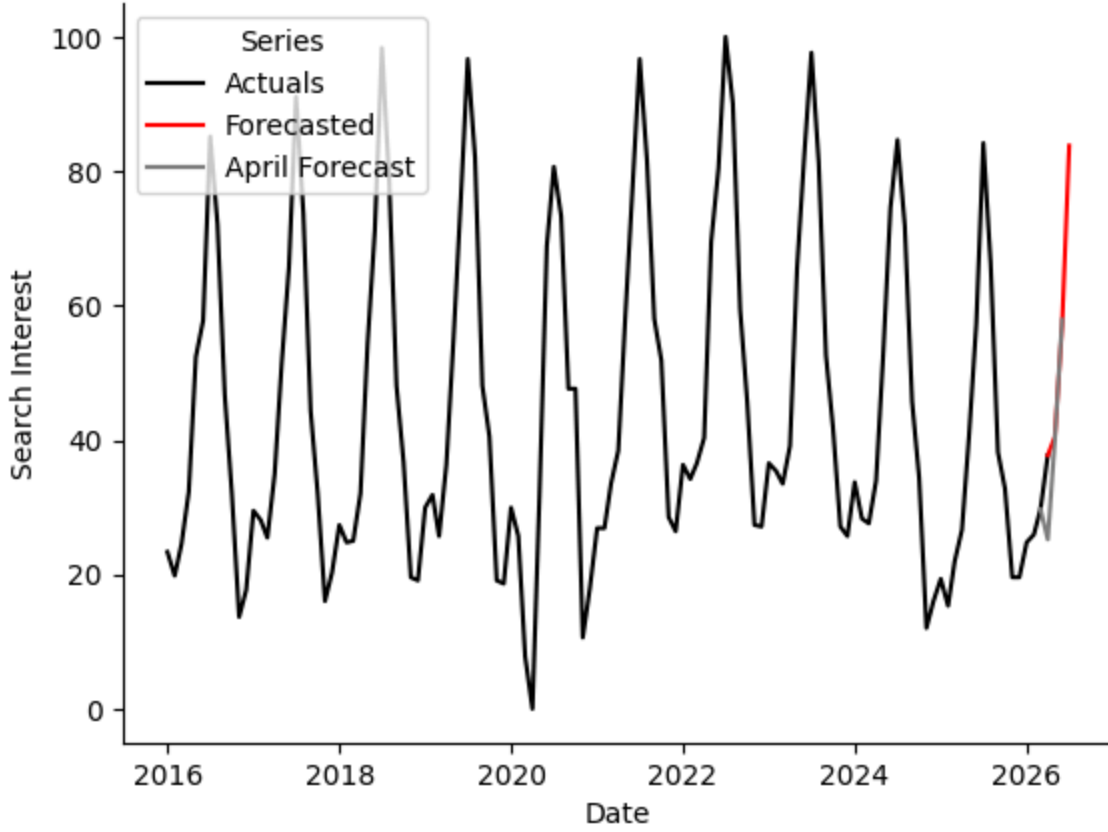
The current forecast will show an upward ramp in search interest leading into the July peak. Temperature should make some difference in summer search interest, particularly for the Lower Peninsula. However, weather forecasts currently suggest relatively normal temperatures and precipitation. The current forecasted July peak is about the same as last year for the Lower Peninsula and higher than last year for the Upper Peninsula.

One may wonder how gas prices may affect search interest for Northern Michigan and the summer travel and tourism season. My models do account for gas prices; however, I would note that, during the original project analysis, gas prices have less of an impact on search interest than you might think.

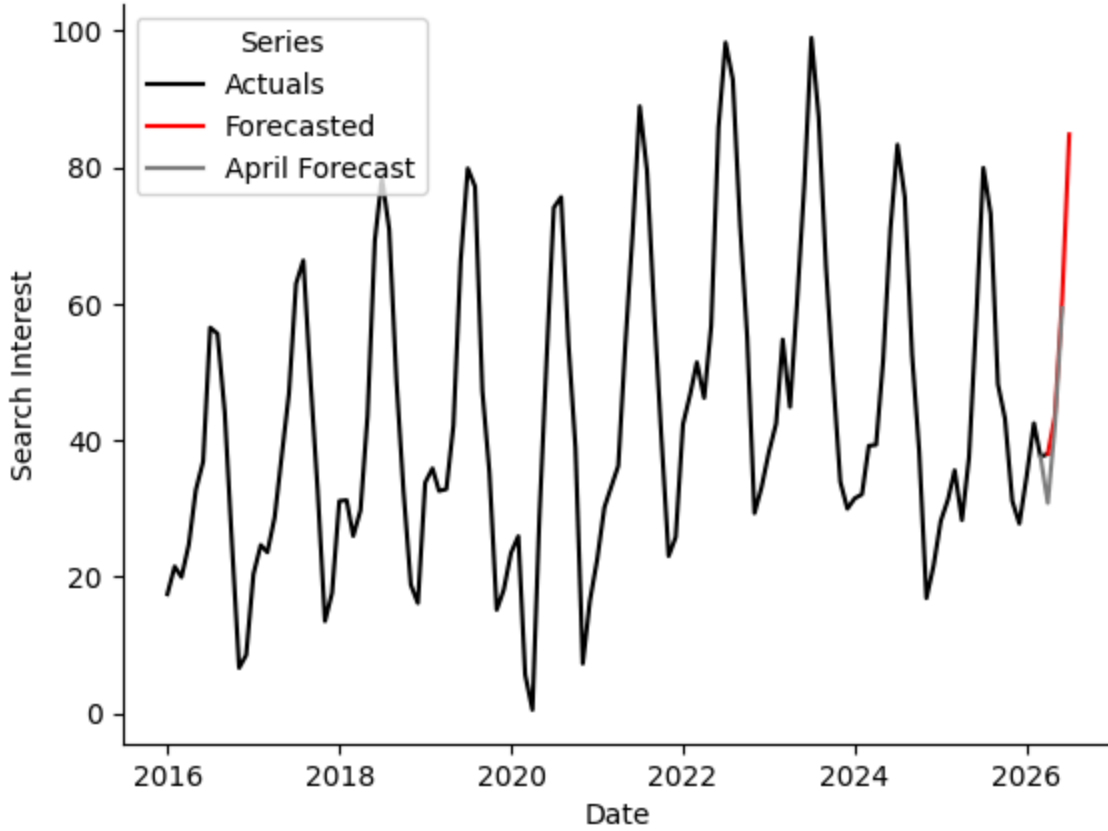
I provide barcharts comparing the average search interest for the forecast months to the same months in previous years. Forecasts for search interest are lower than last year for the Lower Peninsula and about the same as last year for the Upper Peninsula.

A few months ago, 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.

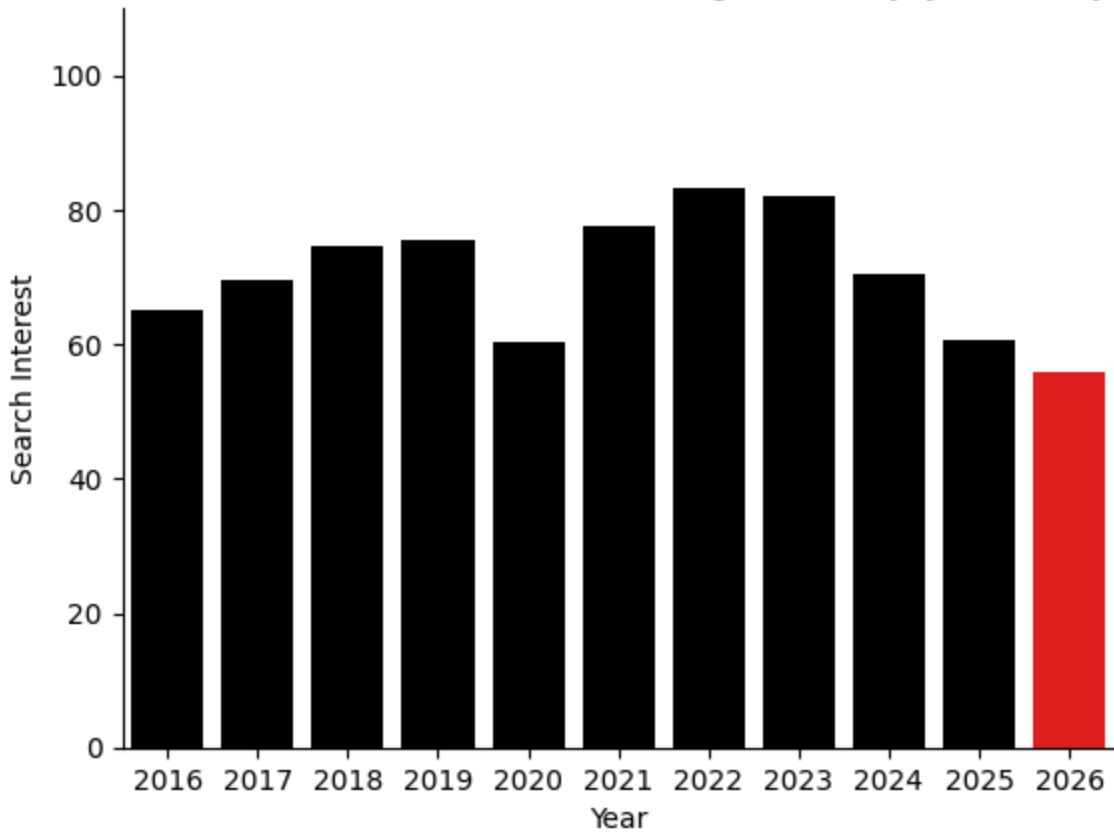
Northern Lower Places Google Search Interest Forecast



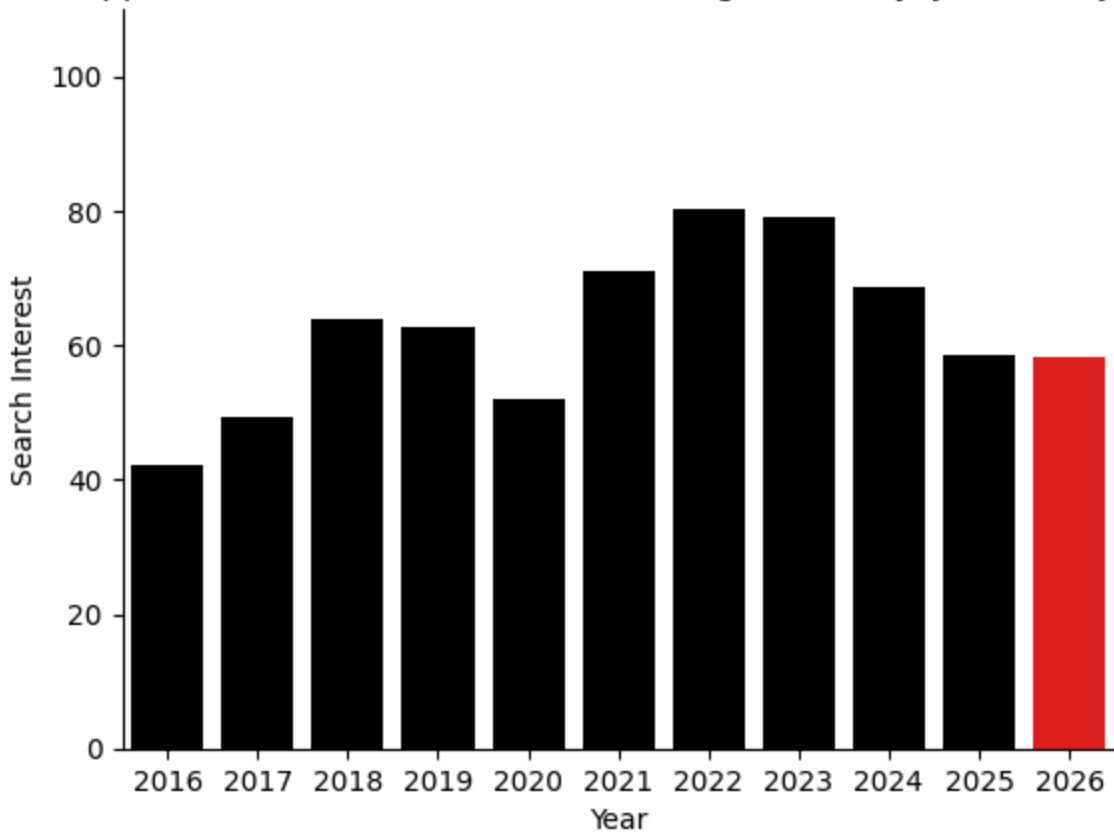
Upper Pensinsula Places Google Search Interest Forecast



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



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



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.

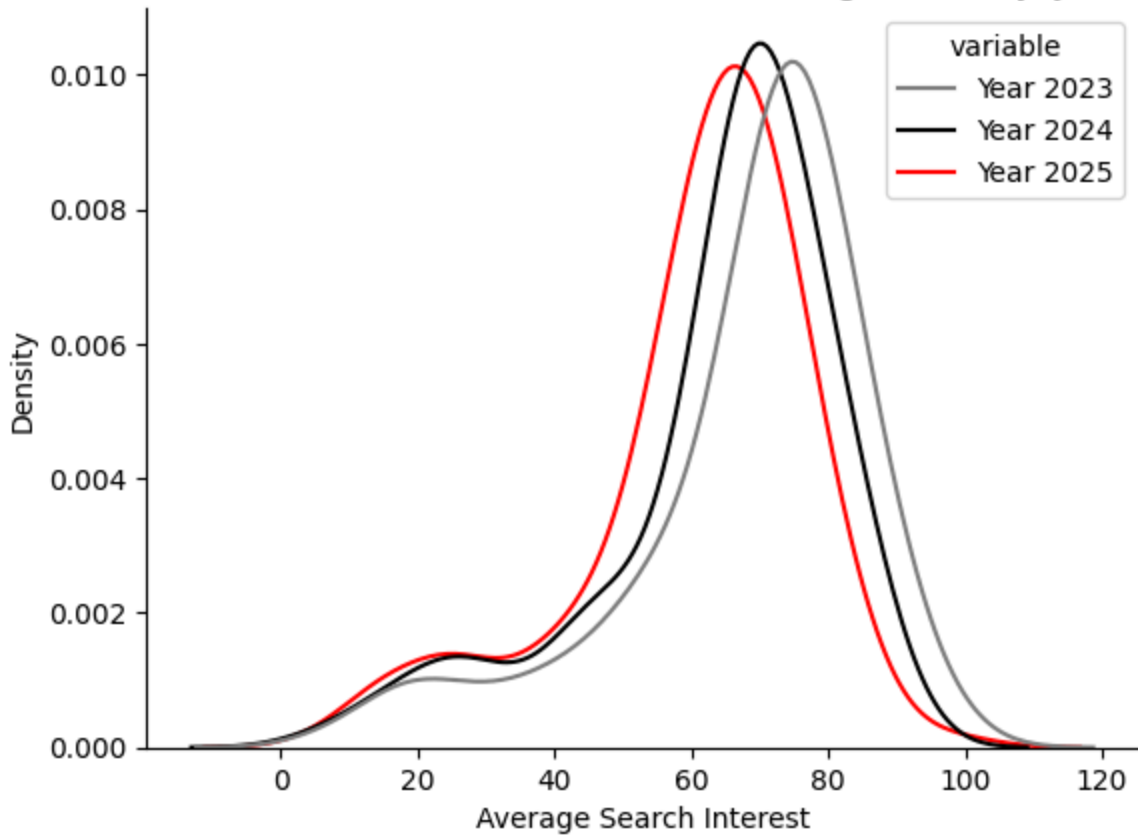
	Place	Peninsula	Difference
0	Copper City	Upper	22.5
1	Haring	Lower	16.6
2	Buckley	Lower	16.5
3	Lakes Of The North	Lower	14.7
4	Elberta	Lower	13.8

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

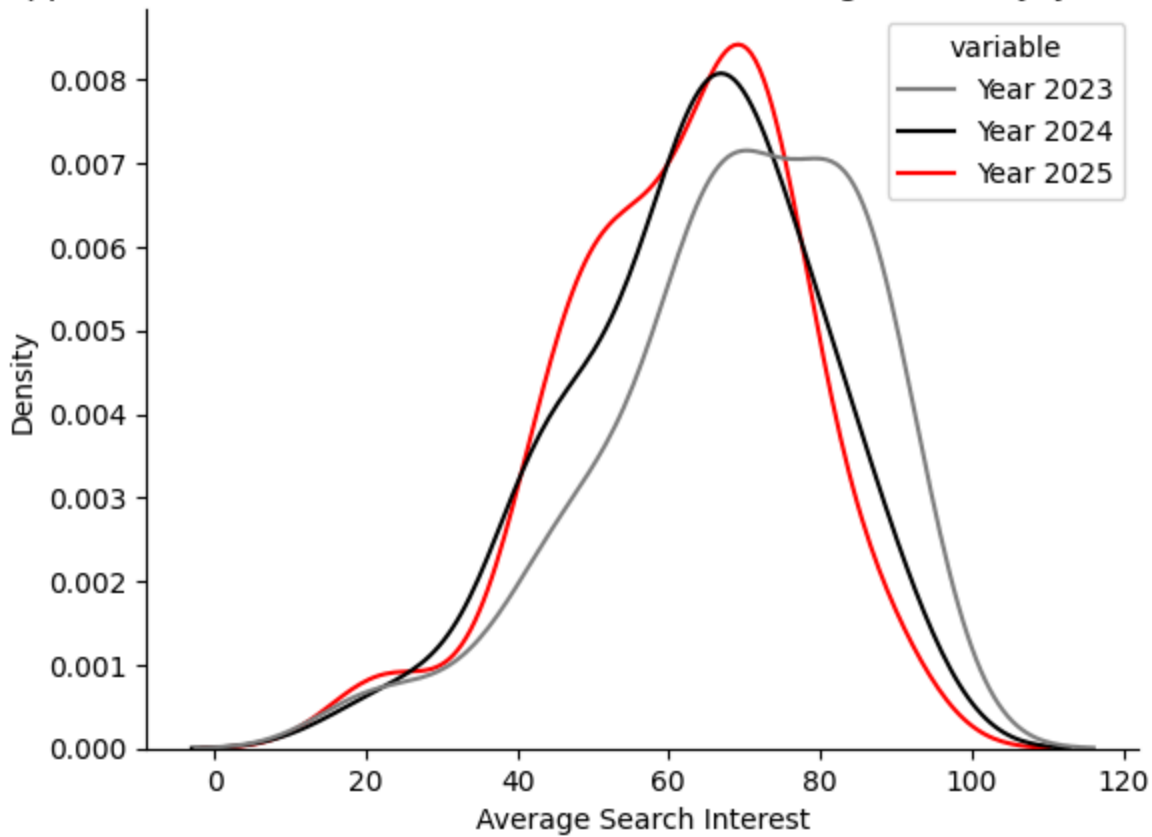
1. The previous year's monthly value for each individual place.
2. While not directly impacting the model forecast, seasonal (12 mo) differencing accounts for the fact that search interest is higher in some portions of the year than others (so previous year actual is impacted).
3. Model difference: based 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 May, June, and July 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. However, this trend is much larger for the Lower Peninsula.

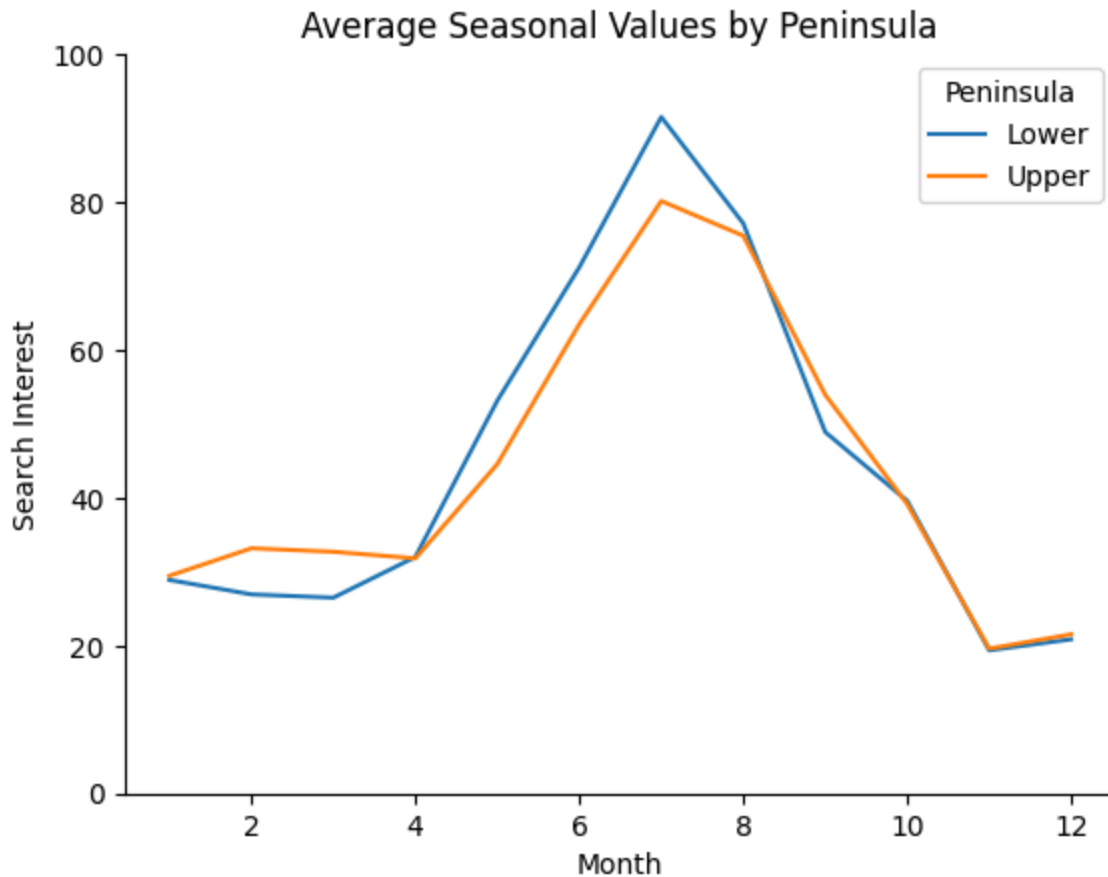
Lower Peninsula Place Level Search Interest Averaged for May, June, and July



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

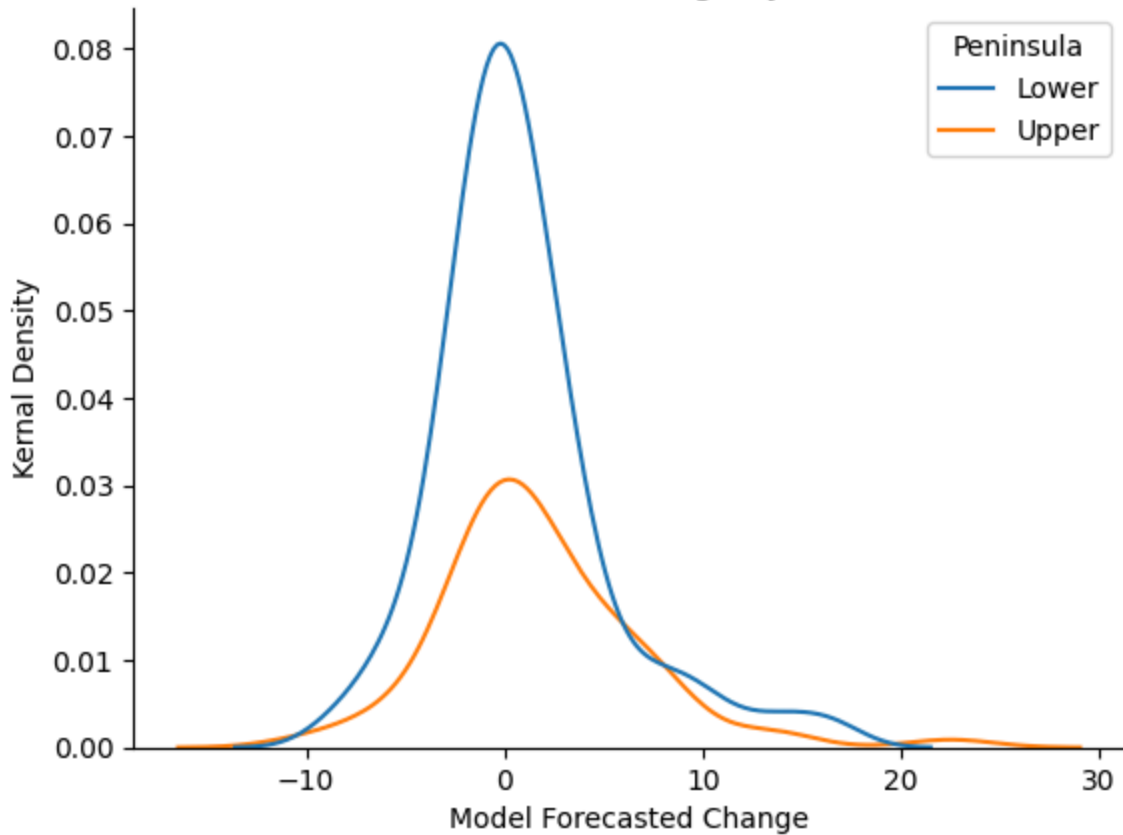


The following figure shows the aggregate average search interest for each calendar month. Both the Upper and Lower Peninsulas have a seasonal peak in July/August with the Lower Peninsula peak solidly in July. The Upper Peninsula peak solidly in July. The Upper Peninsula has higher values for January-March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



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, though the distribution is definitely right skewed. (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, 54 of 142 places are impacted by weather or gasoline prices in the model. Of these, 29 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.

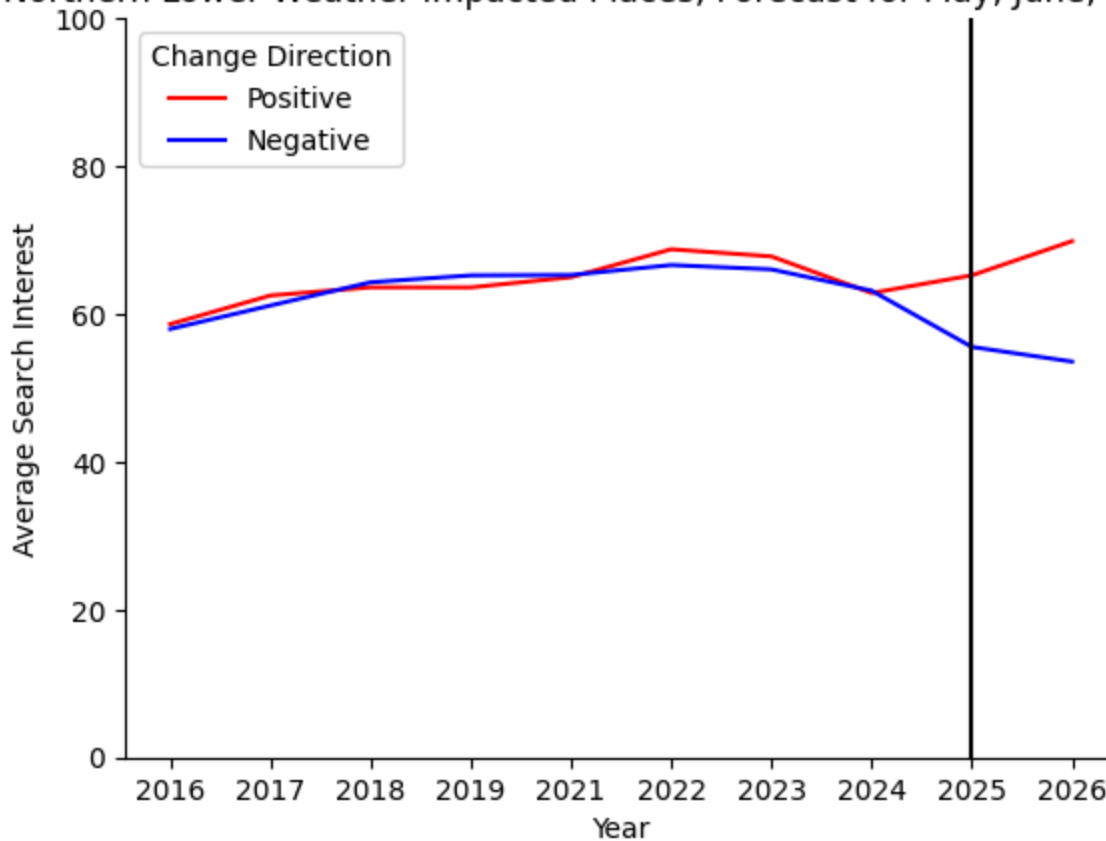
Northern Lower Places with Weather Impact Higher Interest than Last Year

['leland', 'northport', 'bear lake', 'au sable', 'lake city', 'manistee lake', 'harbor springs', 'bay view', 'custer', 'lewiston', 'eastport', 'omer', 'pellston', 'buckle y', 'prudenville', 'lakes of the north', 'marion', 'tustin', 'maple grove', 'kingsle y', 'central lake', 'grawn', 'south boardman', 'pilgrim', 'lincoln', 'haring', 'turner', 'tower', 'chums corner']

Northern Lower Places with Weather Impact Lower Interest than Last Year

['sand lake', 'ludington', 'luther', 'bellaire', 'walloon lake', 'cedar', 'cross village', 'rogers city', 'standish', 'bay shore', 'harrison', 'scottville', 'thompsonville', 'evart', 'hillman', 'skidway lake', 'brethren', 'kaleva', 'irononton', 'mcbain', 'oak hill', 'parkdale', 'falmouth', 'atlanta', 'honor']

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



For the Upper Peninsula, 23 of 72 places are impacted by weather or gasoline prices in the model. Of these, 16 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.

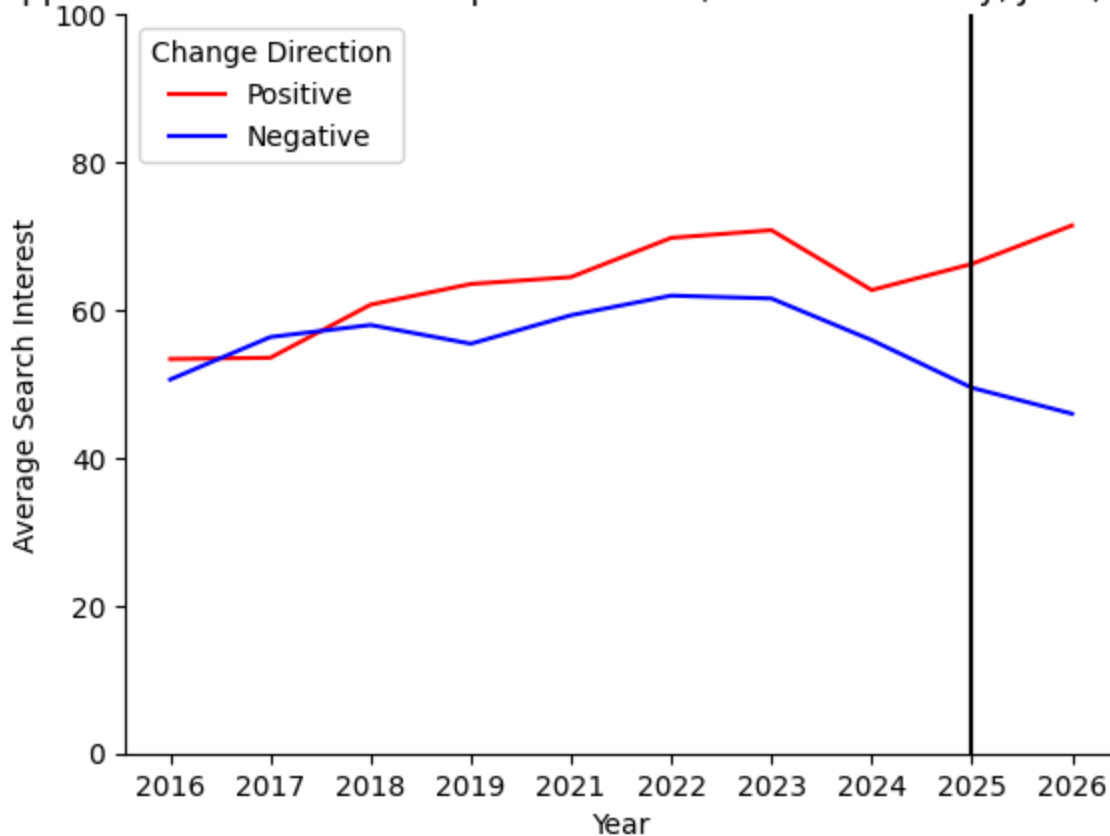
Upper Peninsula Places with Weather Impact Higher Interest than Last Year

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

Upper Peninsula Places with Weather Impact Lower Interest than Last Year

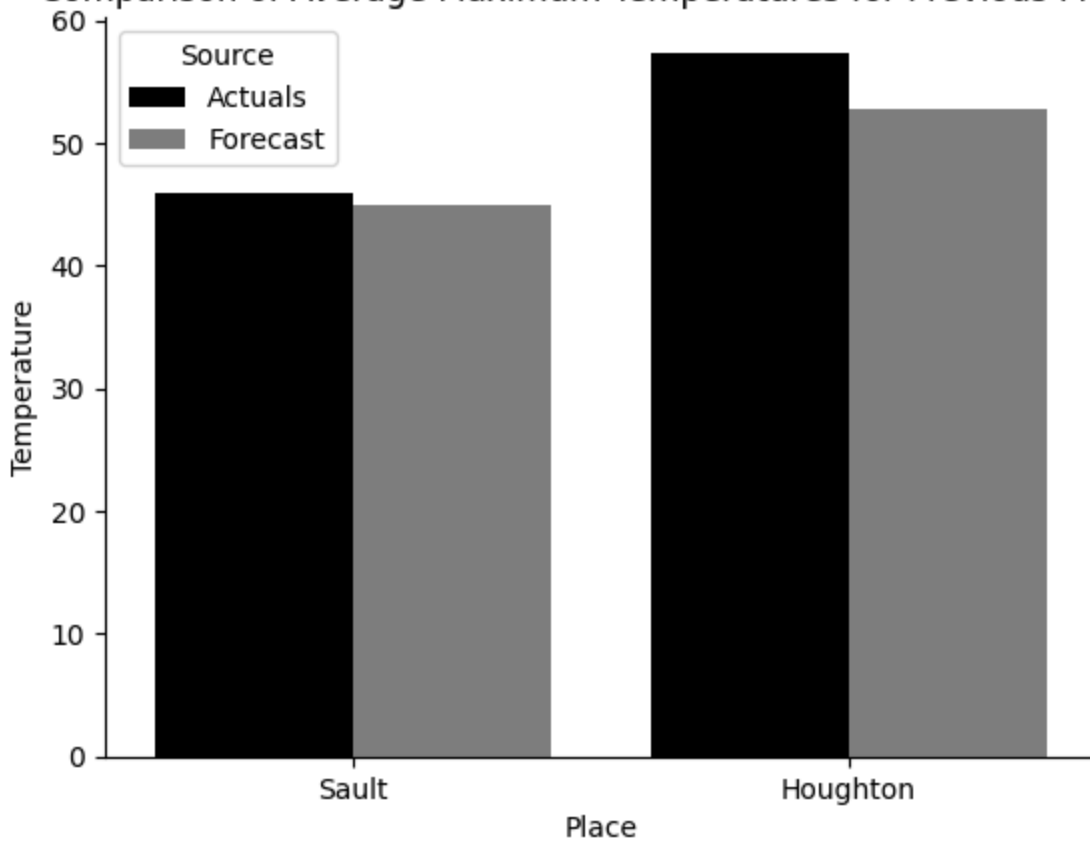
['sault', 'michigamme', 'mohawk', 'bergland', 'daggett', 'covington', 'mass city']

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



Next, I compare the average min and max temperature for the previous month with the accuweather forecasts. For last month, actuals and forecasts were very similar.

Comparison of Average Maximum Temperatures for Previous Month



Comparison of Average Minimum Temperatures for Previous Month

