

July-September 2026 Northern Michigan Search Interest Forecast

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

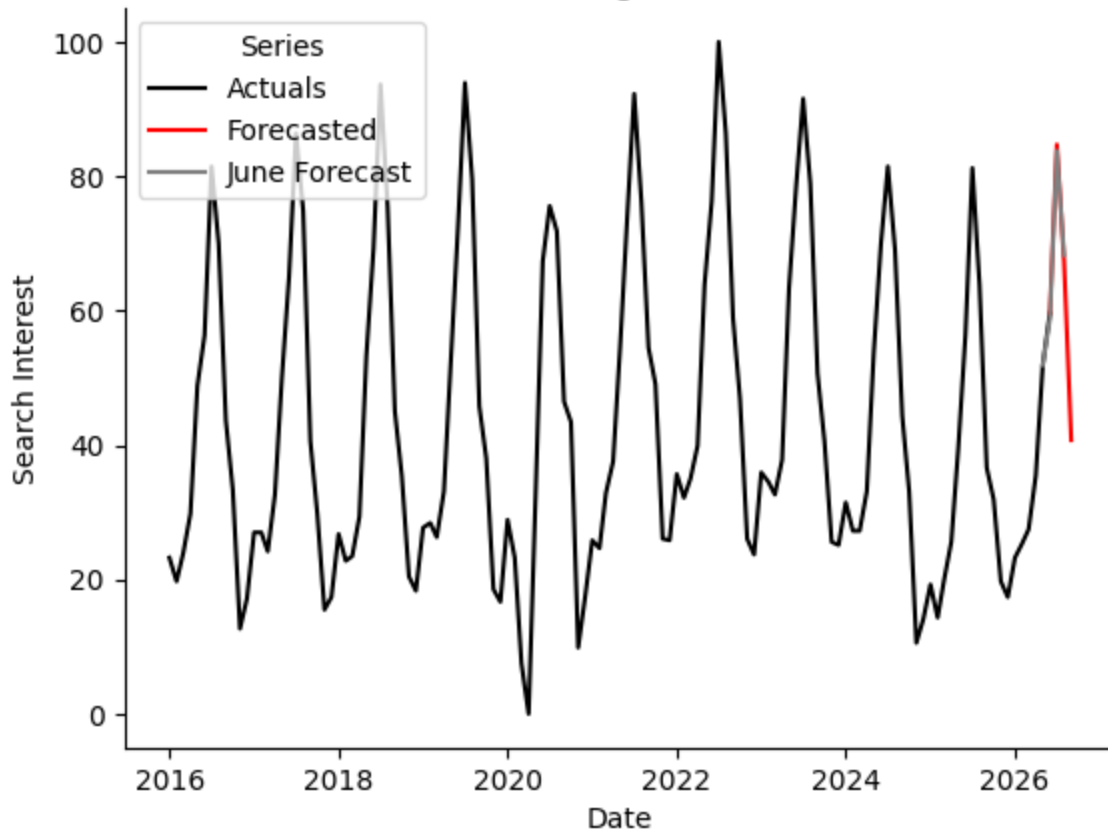
For the Lower Peninsula, June search interest was very close to last year and to forecasted values. For the Upper Peninsula, June value was quite a bit higher than last year and forecasted.

This is the last forecast for the July peak and the forecast for the end of the summer. The peak is forecasted to be higher this year, especially for the Upper Peninsula. I expect the peak to be similar or higher to last year possibly exceeding forecasts. Temperature should make some difference in summer search interest, particularly for the Lower Peninsula. However, weather forecasts currently suggest relatively normal temperatures and precipitation.

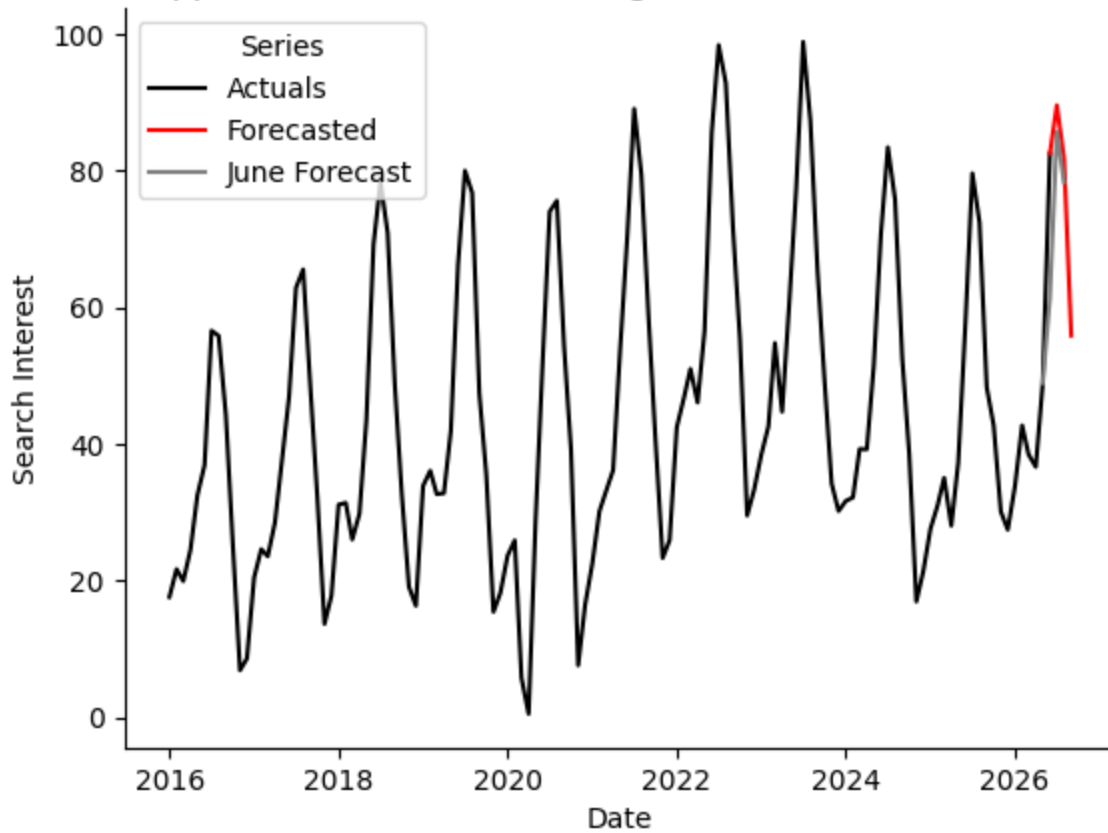
One may wonder how gas prices may affect search interest for Northern Michigan and the summer travel and tourism season. My models do account for gas prices; however, I would note that, during the original project analysis, gas prices had less of an impact on search interest than you might think.

I provide barcharts comparing the average search interest for the forecast months to the same months in previous years. Forecasts for search interest are higher than last year, especially for the Upper Peninsula.

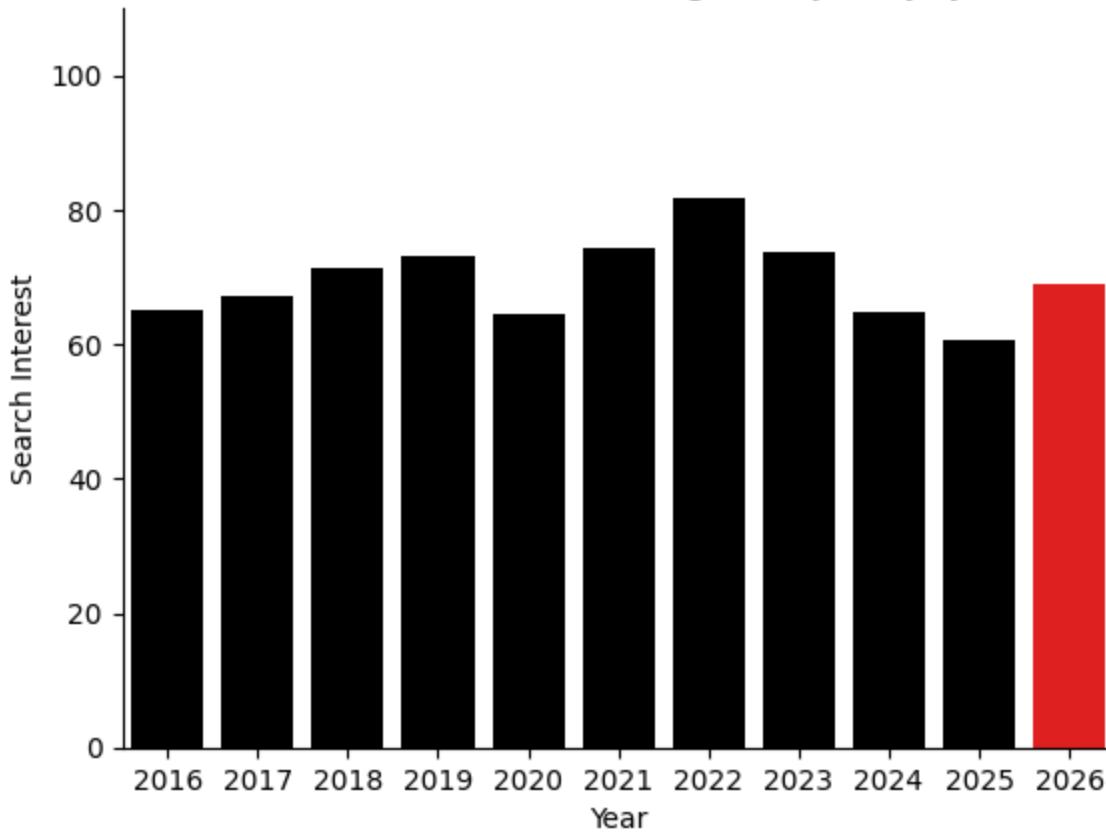
Northern Lower Places Google Search Interest Forecast



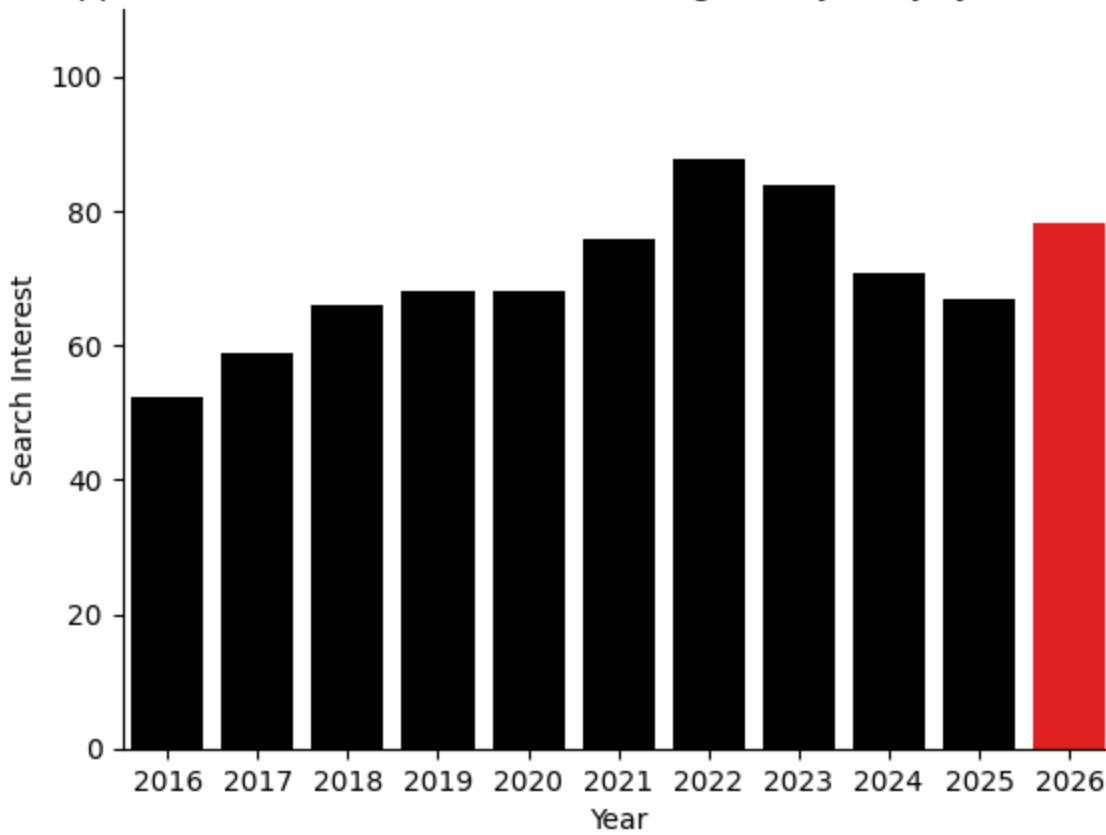
Upper Pensinsula Places Google Search Interest Forecast



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



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



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.

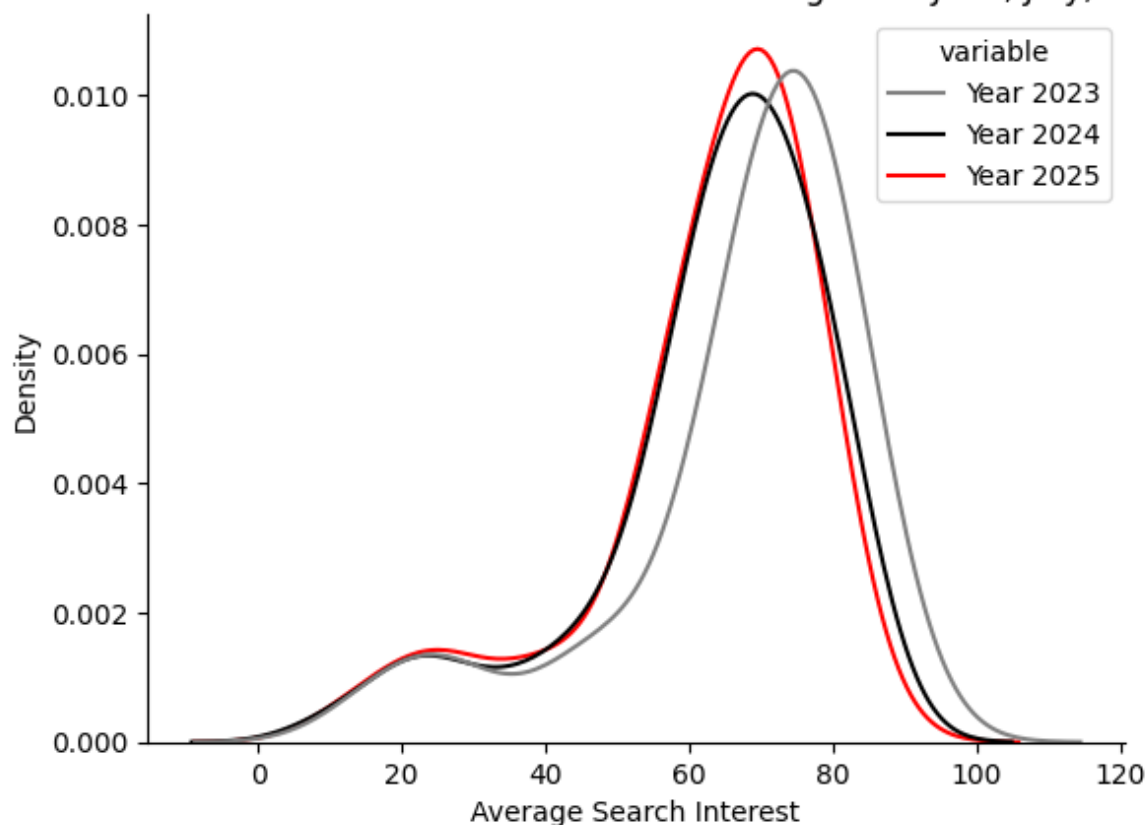
	Place	Peninsula	Difference
0	Copper City	Upper	29.4
1	Bruce Crossing	Upper	17.0
2	South Range	Upper	16.5
3	Lakes Of The North	Lower	15.6
4	Chums Corner	Lower	15.5

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

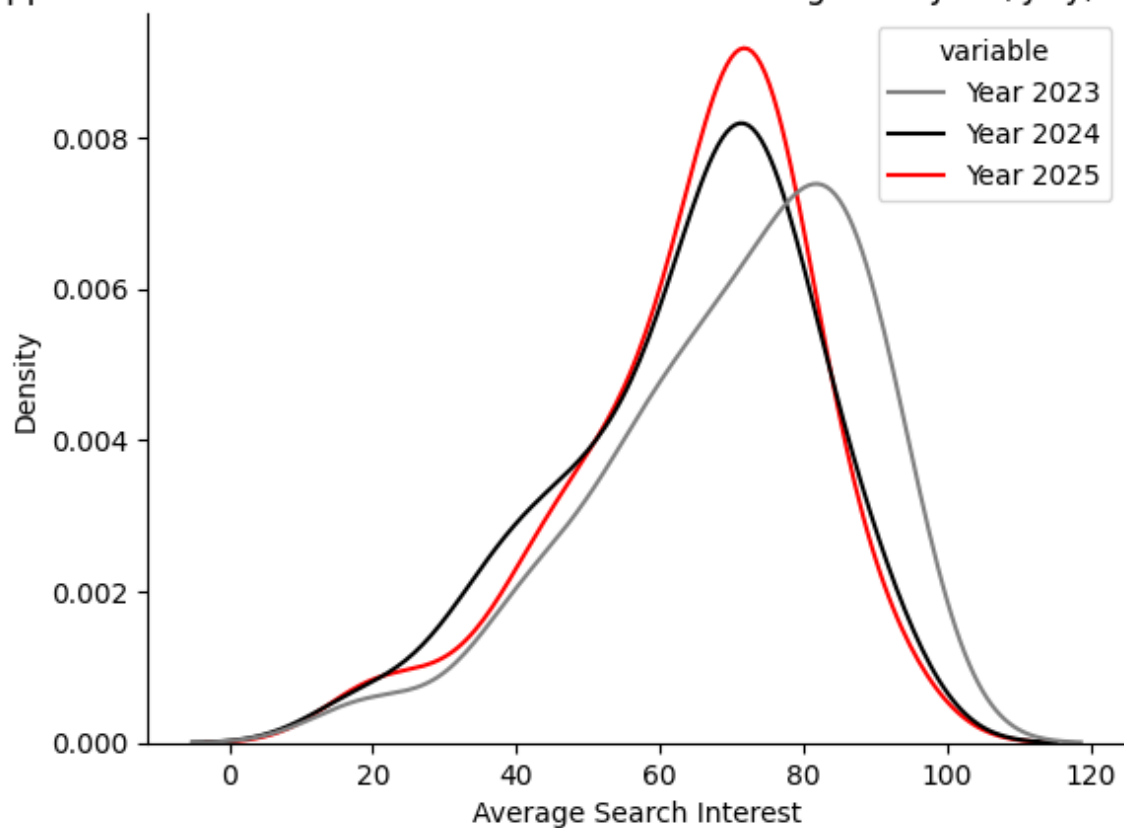
1. The previous year's monthly value for each individual place.
2. While not directly impacting the model forecast, seasonal (12 mo) differencing accounts for the fact that search interest is higher in some portions of the year than others (so previous year actual is impacted).
3. Model difference: based 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 June, July, and August 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 2024/2025 are lower than 2023. I believe this shows the impact the downward trend in search interest since 2023 which started to reverse itself during the summer peak last year.

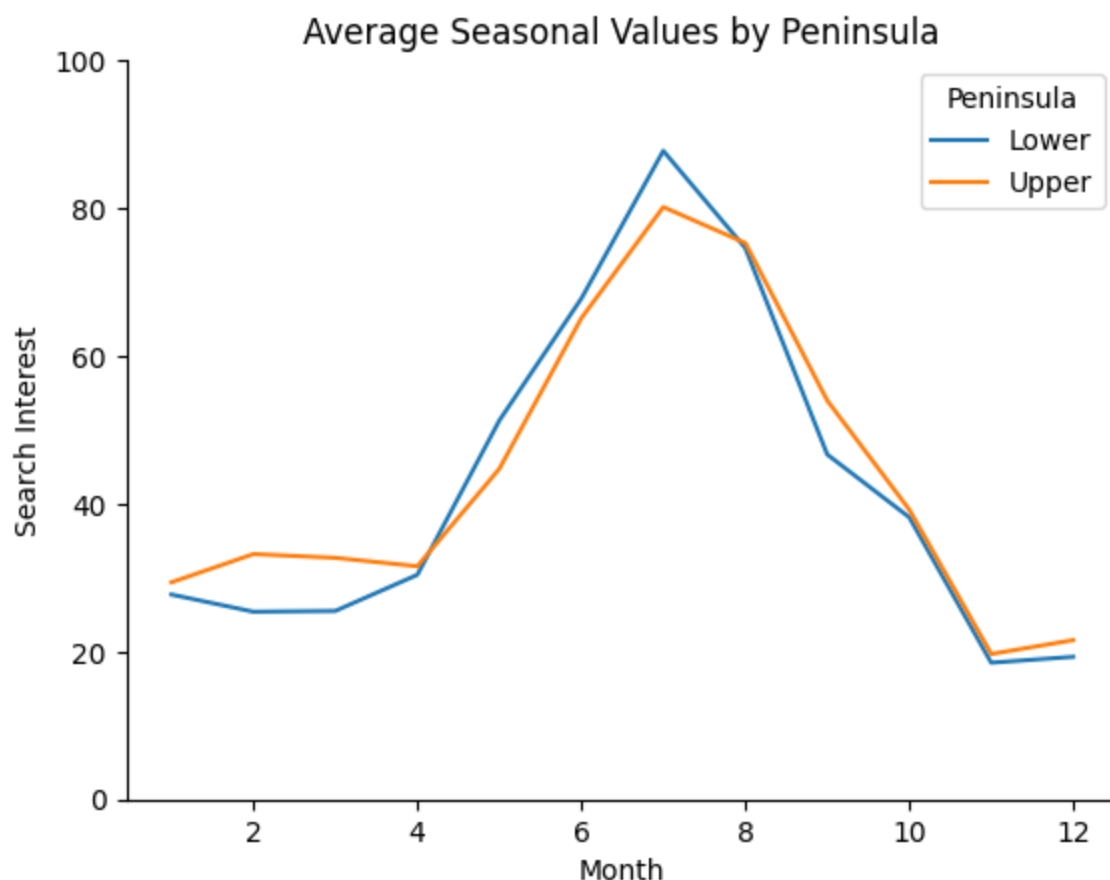
Lower Peninsula Place Level Search Interest Averaged for June, July, and August



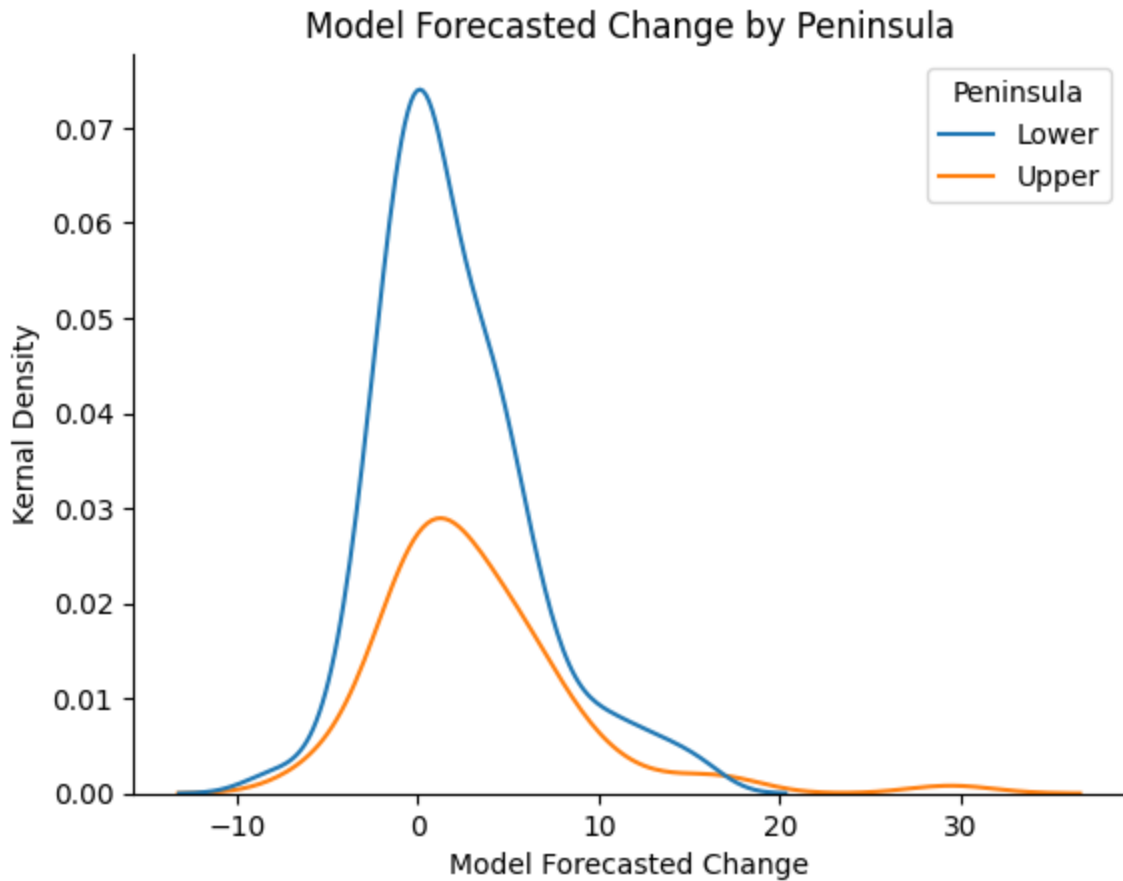
Upper Peninsula Place Level Search Interest Averaged for June, July, and August



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 has higher values for January-March likely due to winter snow sports like snowmobiling. For the July-September period, we should see peak and post-peak 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, 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.)



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, 64 of 142 places are impacted by weather or gasoline prices in the model. Of these, 42 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 verticle line signifies the start of the forecast period.

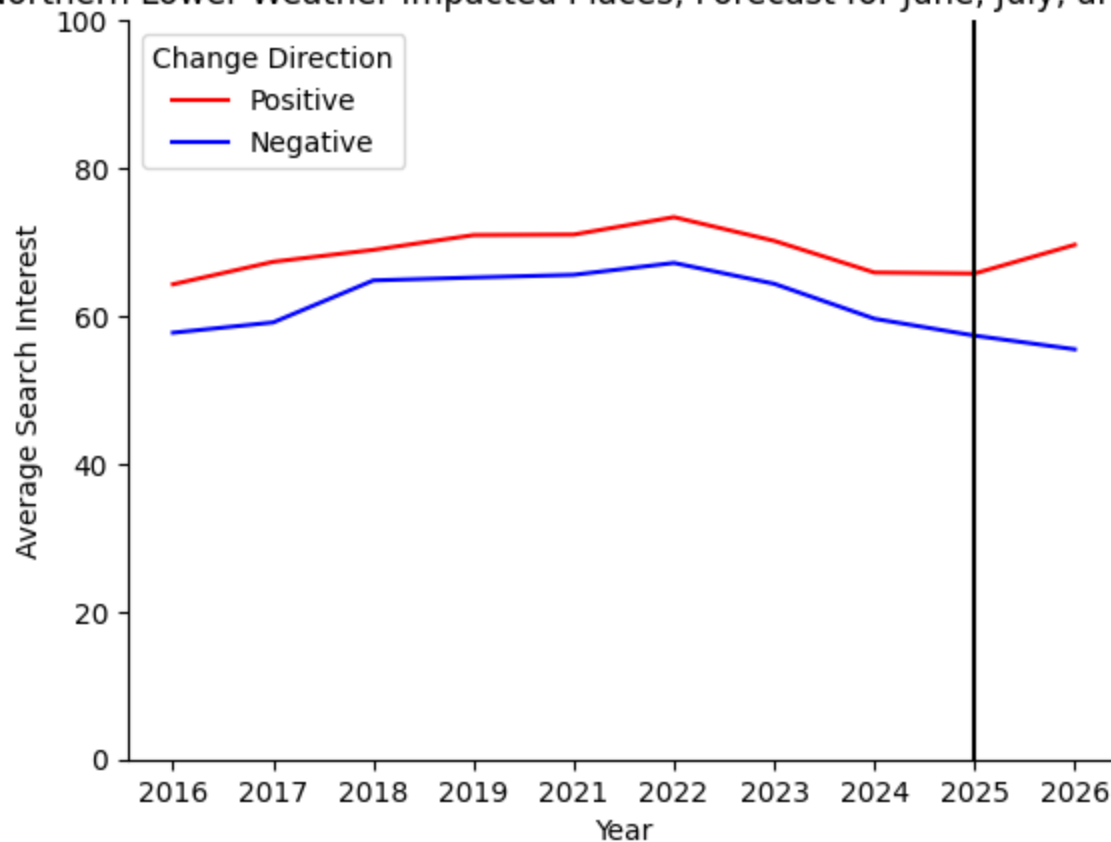
Northern Lower Places with Weather Impact Higher Interest than Last Year

['leland', 'ludington', 'bear lake', 'bellaire', 'lake leelanau', 'manistee lake', 'indian river', 'tawas city', 'bay view', 'fountain', 'rose city', 'cross village', 'rogers city', 'lewiston', 'eastport', 'omer', 'west branch', 'maple city', 'pellston', 'evart', 'gladwin', 'buckley', 'manton', 'prudenville', 'posen', 'levering', 'skidway lake', 'marion', 'tustin', 'brethren', 'ellsworth', 'maple grove', 'kingsley', 'ironton', 'central lake', 'grawn', 'south boardman', 'advance', 'empire', 'tower', 'atlanta', 'honor']

Northern Lower Places with Weather Impact Lower Interest than Last Year

['sand lake', 'glen arbor', 'luther', 'northport', 'traverse city', 'walloon lake', 'custer', 'hubbard lake', 'onaway', 'cedar', 'au gres', 'carp lake', 'standish', 'harrison', 'kaleva', 'whittemore', 'gaylord', 'mcbain', 'oak hill', 'parkdale', 'falmouth', 'twining']

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



For the Upper Peninsula, 21 of 72 places are impacted by weather or gasoline prices in the model. Of these, 17 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.

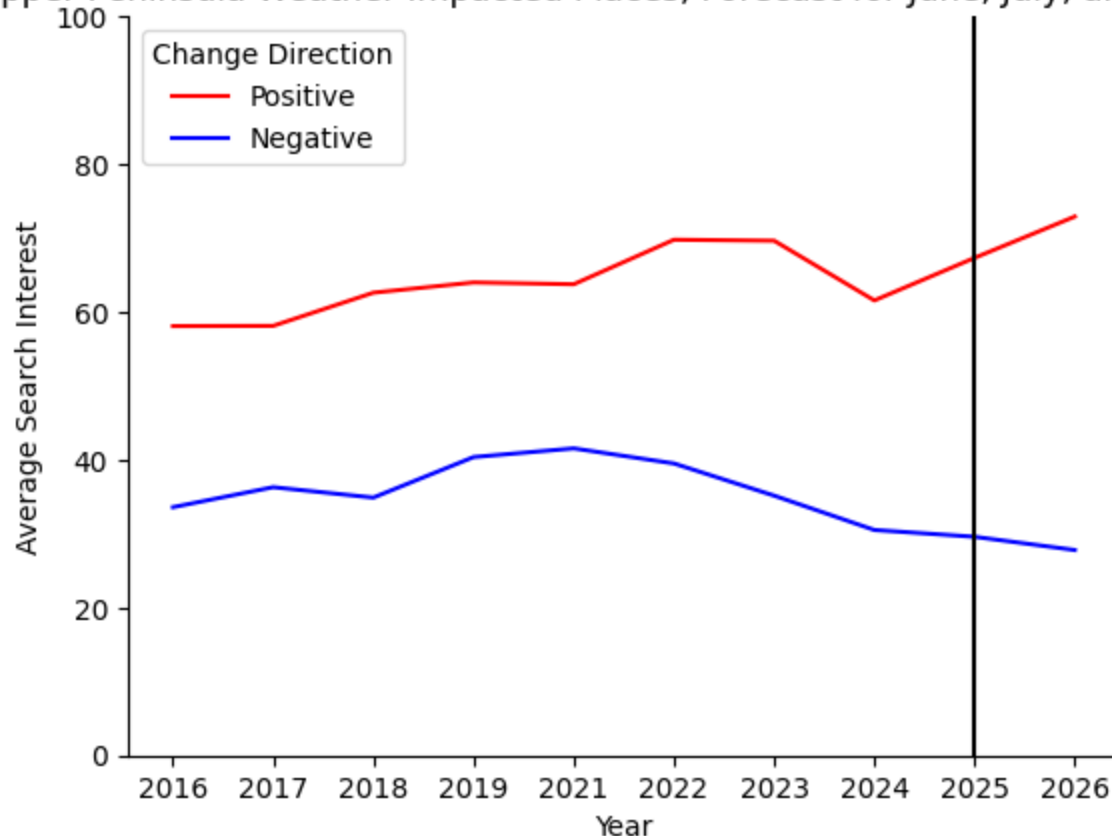
Upper Peninsula Places with Weather Impact Higher Interest than Last Year

['sault', 'big bay', 'fulton', 'chassell', 'mohawk', 'rapid river', 'wakefield', 'alpha', 'norway', 'calumet', 'laurium', 'bruce crossing', 'three lakes', 'kincheloe', 'stephenson', 'south range', 'ewen']

Upper Peninsula Places with Weather Impact Lower Interest than Last Year

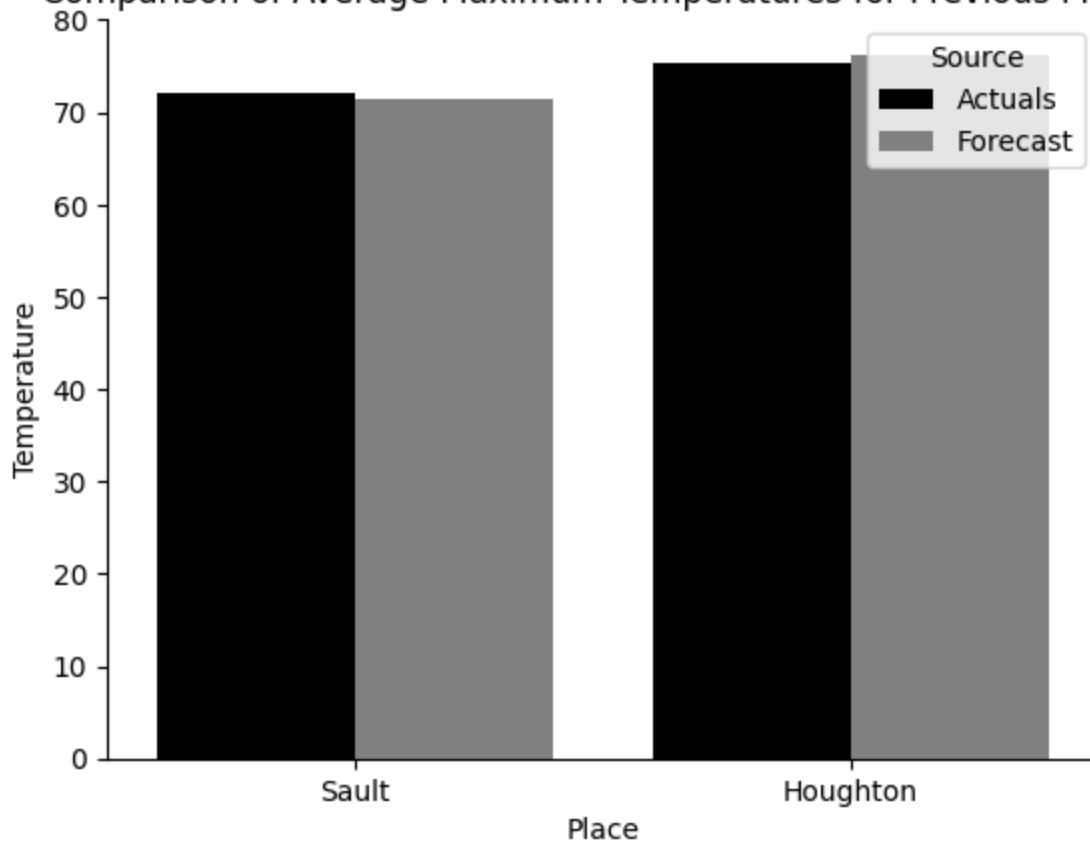
['ramsay', 'daggett', 'covington', 'carney']

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



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

