September-November 2026 Northern Michigan Search Interest Forecast

Author: Dan Shaffer

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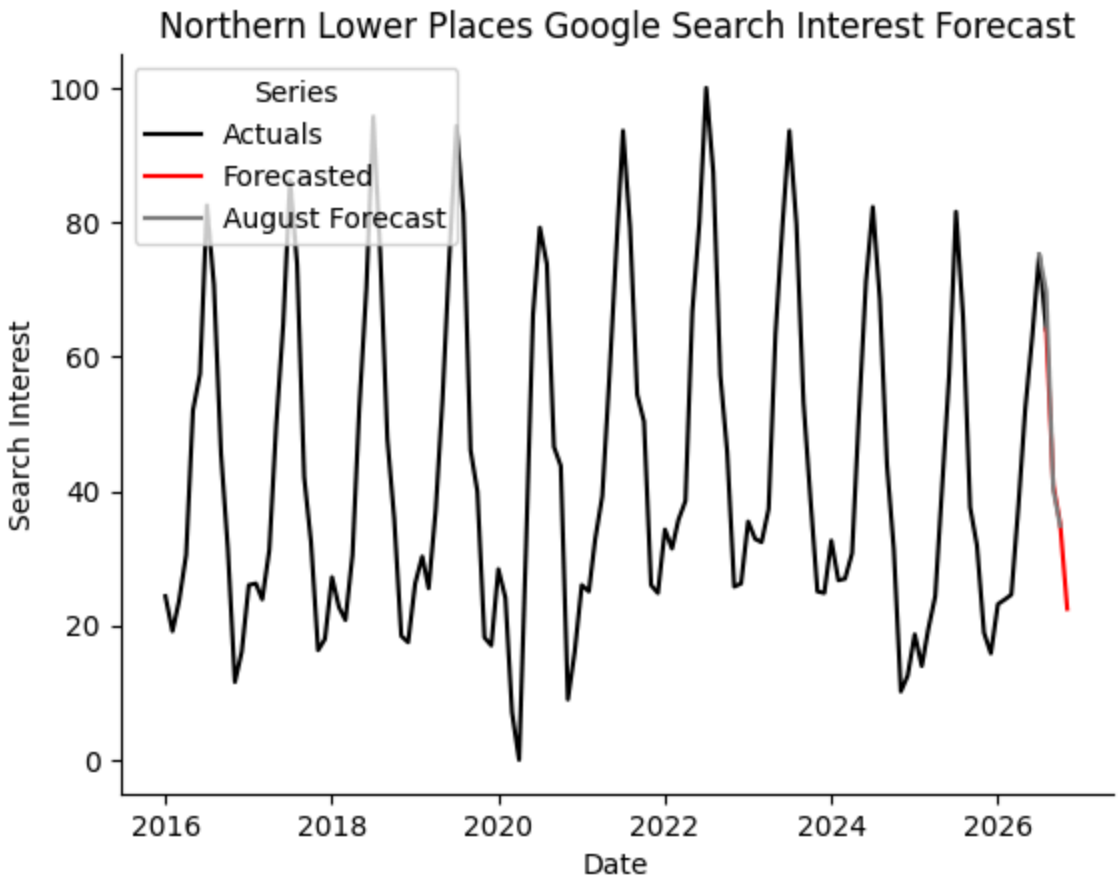
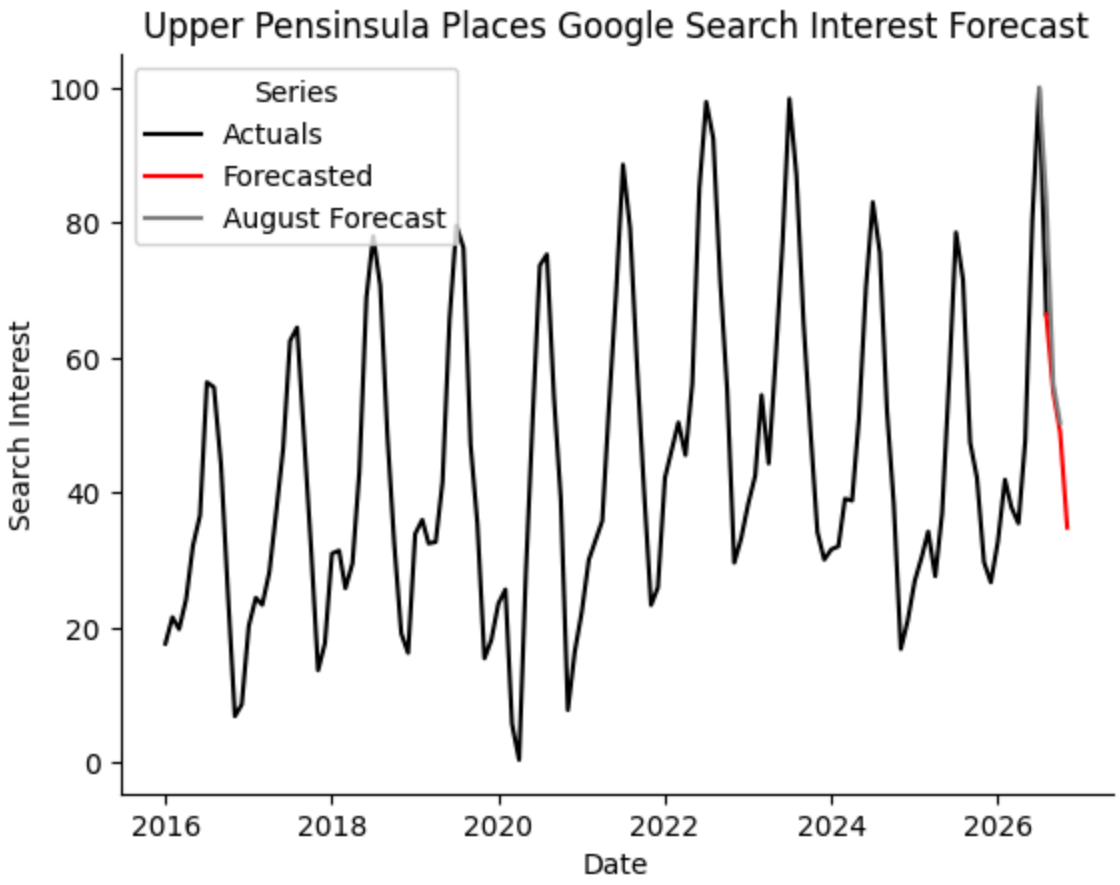
Below are my search interest forecasts for the combined Northern Lower and combined Upper Pensinsula places for the next three months. Note that the possible range for historical search interest is normalized to a maximum of 100 and a minimum of 0, but forecasts outside this range are permissible as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

August was the last summer peak month. Both peninsulas exhibited similar search interest to last year. This was similar to forecasted for the Lower Peninsula. This was under forecasted for the Upper Peninsula. The Upper Peninsula has experienced interesting volatility over the last few months with very high July search interest but lukewarm August search interest. Usually, these months are relatively similar for the Upper Peninsula.

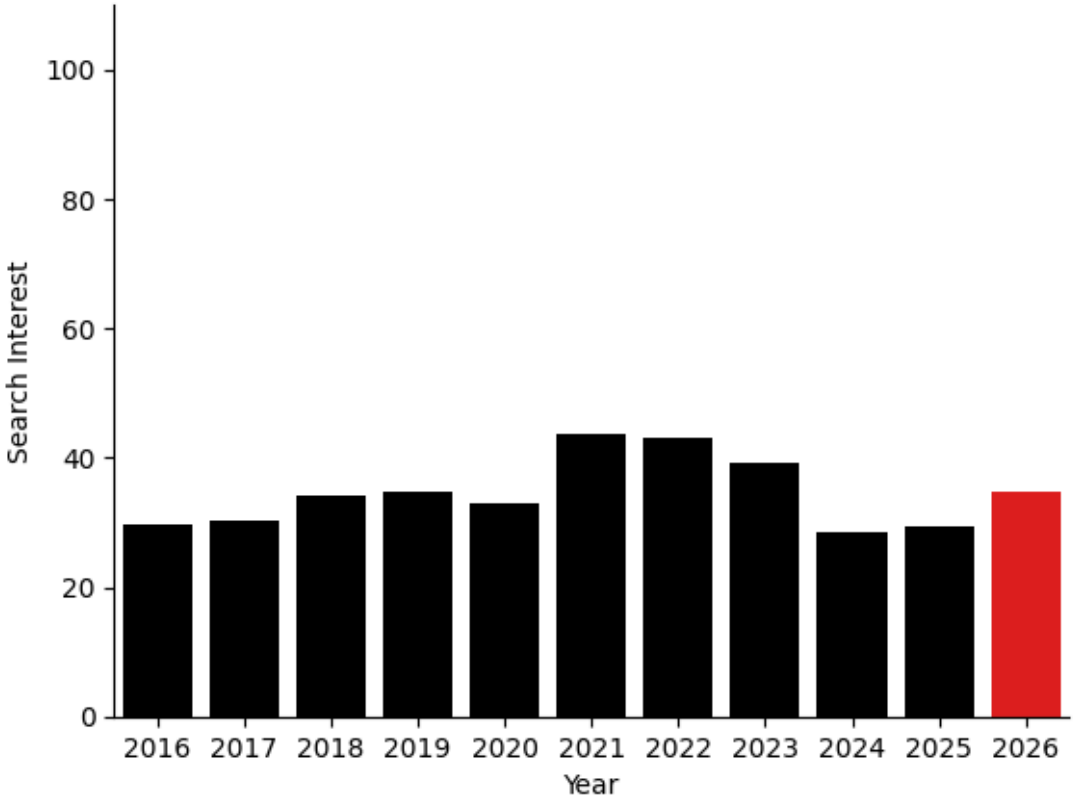
One may wonder how gas prices may affect search interest for Northern Michigan and the summer travel and tourism season. My models do account for gas prices; however, I would note that, during the original project analysis, gas prices had less of an impact on search interest than you might think.

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.

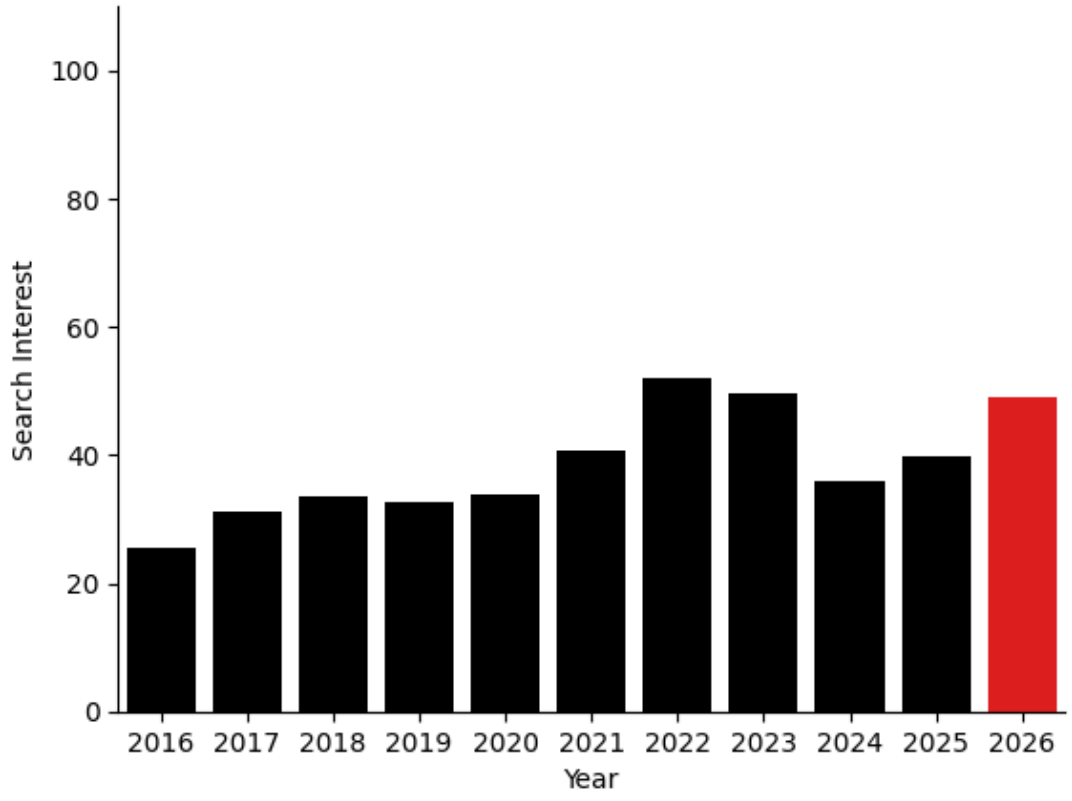

Northern Lower Places Google Search Interest Forecast
Series
Actuals
Forecasted
August Forecast
Search Interest
Date
0
20
40
60
80
100
2016
2018
2020
2022
2024
2026


Upper Pensinsula Places Google Search Interest Forecast
Series
Actuals
Forecasted
August Forecast
Search Interest
Date
0
20
40
60
80
100
2016
2018
2020
2022
2024
2026

Northern Lower Search Interest Averaged for September, October, and November



Upper Peninsula Search Interest Averaged for September, October, and November



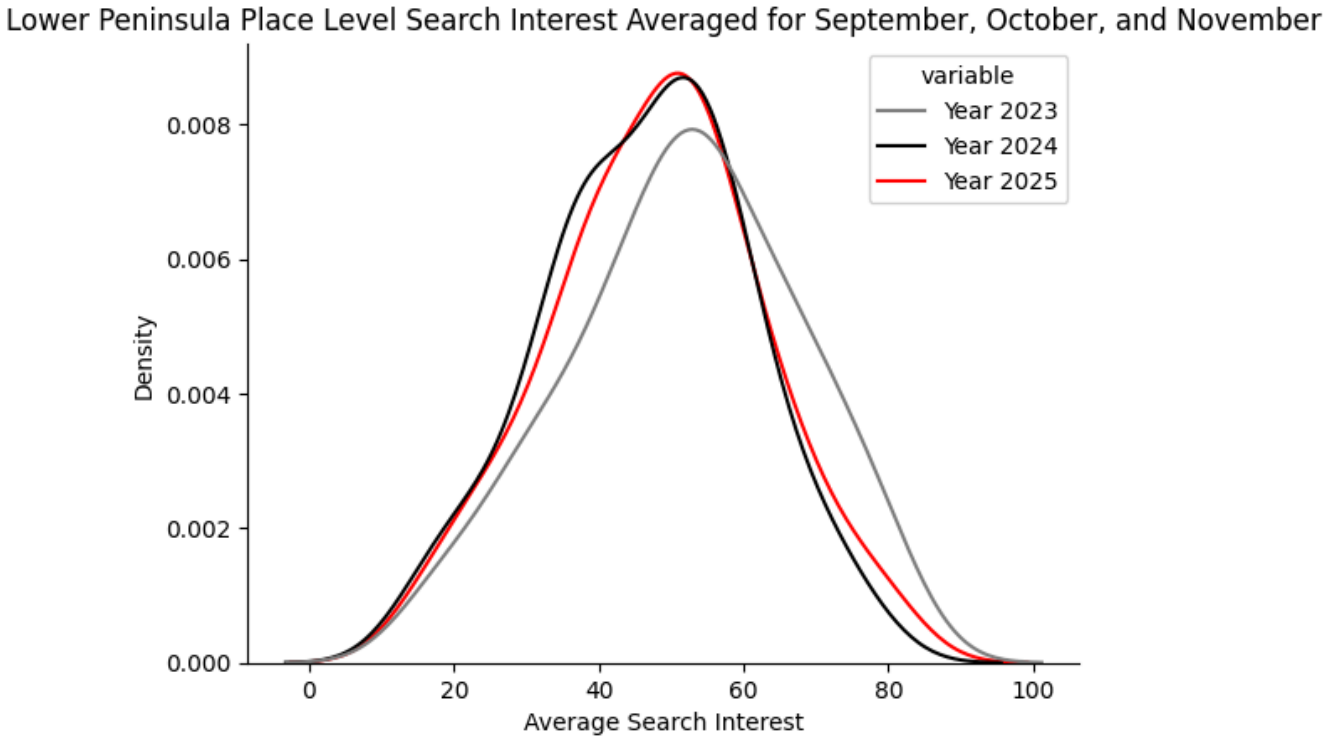
The following table shows the top five places that are forecasted to have the highest search interest compared to the same time period in 2025.

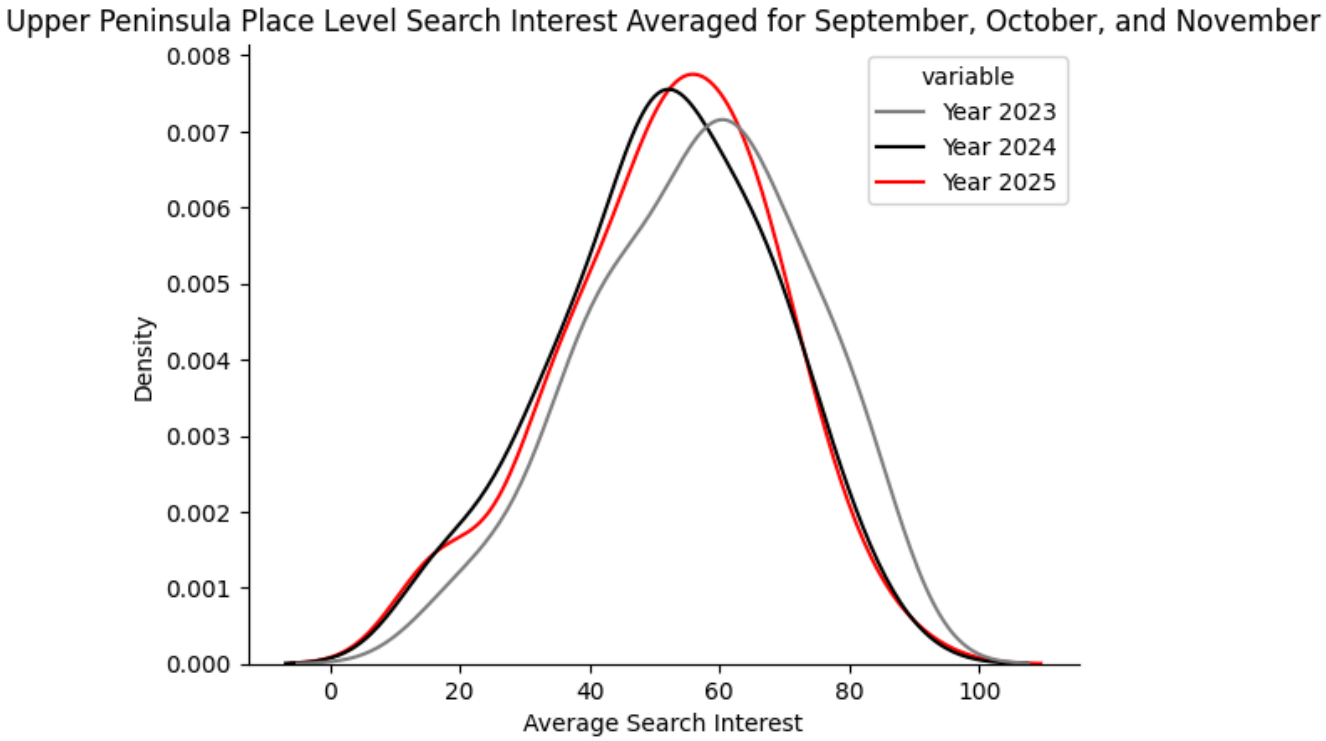
	Place	Peninsula	Difference
0	Copper City	Upper	21.2
1	Bruce Crossing	Upper	18.2
2	Lakes Of The North	Lower	17.9
3	Skidway Lake	Lower	14.9
4	Norwood	Lower	13.1

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

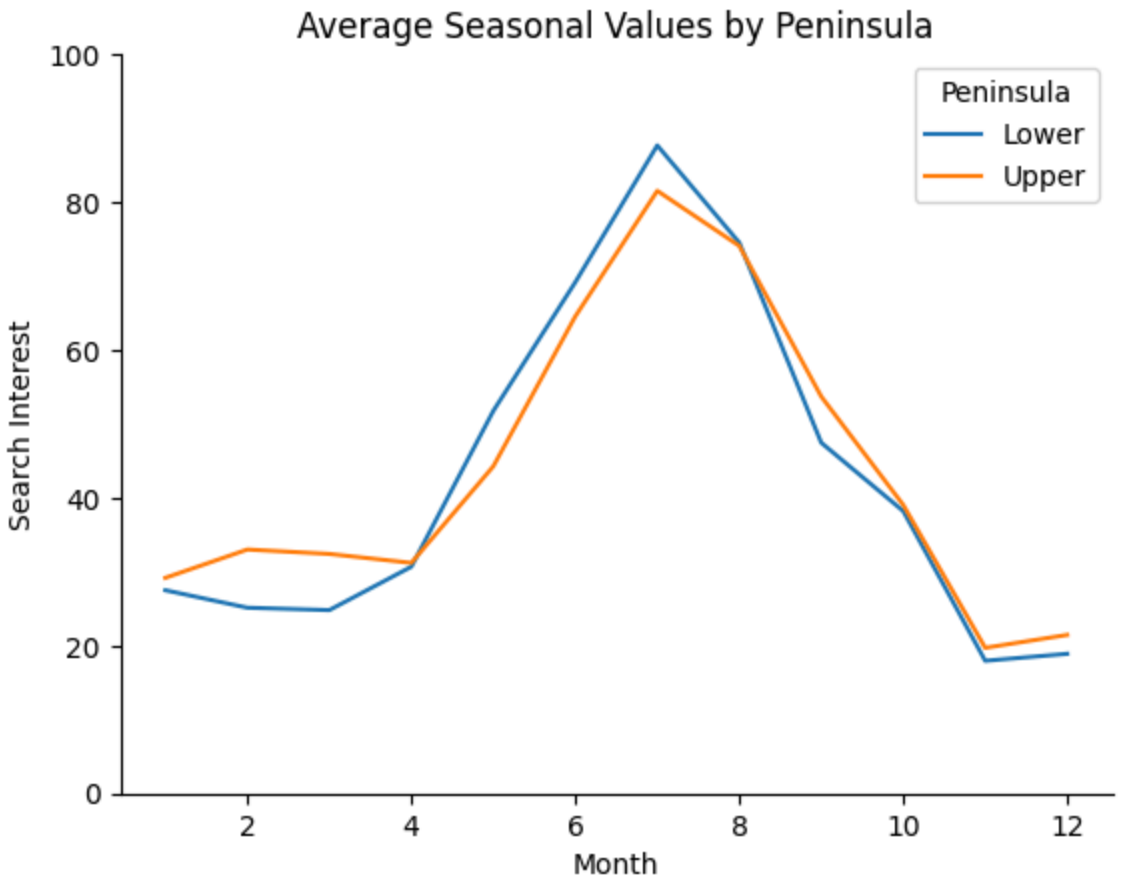
1. The previous year's monthly value for each individual place.
2. While not directly impacting the model forecast, seasonal (12 mo) differencing accounts for the fact that search interest is higher in some portions of the year than others (so previous year actual is impacted).
3. Model difference: based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

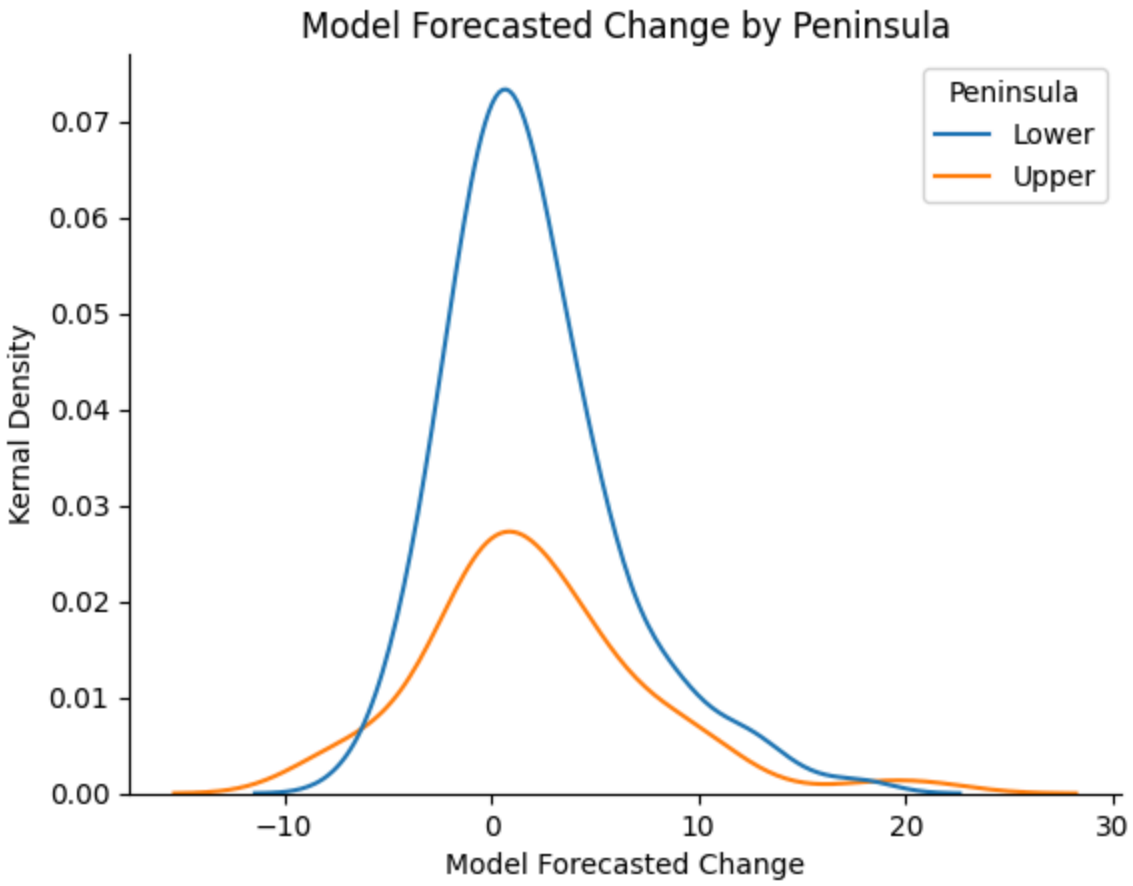




The following figure shows the aggregate average search interest for each calendar month. Both the Upper and Lower Pensinsulas have a seasonal peak in July/August with the Lower Peninsula peak solidly in July. The Upper Peninsula has higher values for January-March likely due to winter snow sports like snowmobiling. For the forecast period, we should see 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, 60 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
_____________________________________
['sand lake', 'leland', 'mackinac', 'crystal mountain', 'bear lake', 'bellaire', 'lak
e leelanau', 'lake city', 'onekama', 'indian river', 'bay view', 'hubbard lake', 'ros
e city', 'carp lake', 'rogers city', 'lewiston', 'eastport', 'omer', 'bay shore', 'th
ompsonville', 'buckley', 'manton', 'prudenville', 'lakes of the north', 'levering',
'skidway lake', 'brethren', 'maple grove', 'kingsley', 'ironton', 'central lake', 'gr
awn', 'south boardman', 'pilgrim', 'parkdale', 'lincoln', 'empire', 'boon', 'tower',
'atlanta', 'chums corner', 'honor']

_____________________________________
Northern Lower Places with Weather Impact Lower Interest than Last Year
_____________________________________
['northport', 'traverse city', 'walloon lake', 'manistee lake', 'tawas city', 'onawa
y', 'cross village', 'wellston', 'harrison', 'pellston', 'alpena', 'ellsworth', 'kale
va', 'gaylord', 'mcbain', 'eastlake', 'falmouth', 'twining']
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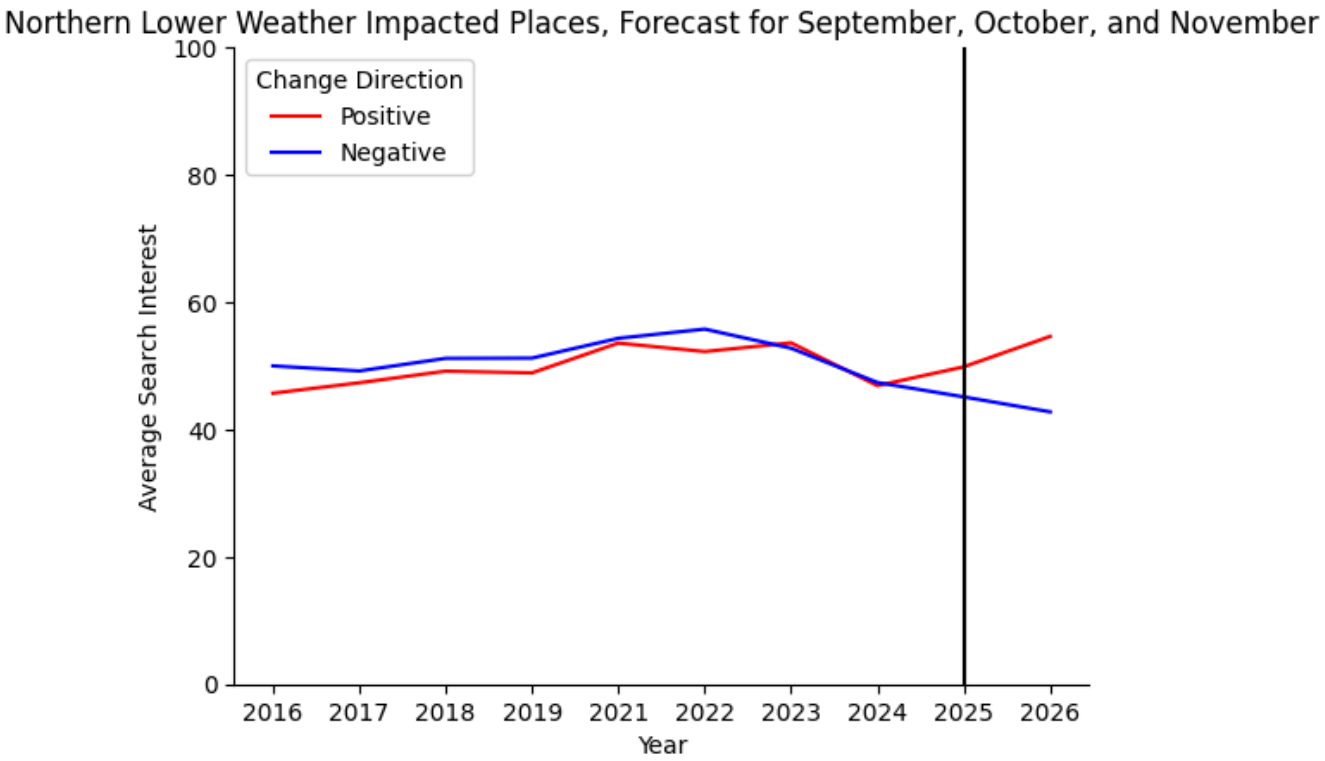

For the Upper Peninsula, 28 of 72 places are impacted by weather or gasoline prices in the model. Of these, 15 are forecasted to have higher search interest during these three months than last year. The remaining are forecasted to have lower search interest than last year. These places are listed and the chart shows their yearly average search interest values for the three forecast months. Here, the verticle line signifies the start of the forecast period.

```
Upper Peninsula Places with Weather Impact Higher Interest than Last Year
_____________________________________
['sault', 'manistique', 'big bay', 'lake linden', 'mohawk', 'ishpeming', 'bergland',
'alpha', 'calumet', 'iron mountain', 'dollar bay', 'three lakes', 'kincheloe', 'south
range', 'carney']
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Upper Peninsula Places with Weather Impact Lower Interest than Last Year
['ignace', 'michigamme', 'lake gogebic', 'chassell', 'rapid river', 'norway', 'atlant
ic mine', 'laurium', 'ramsay', 'daggett', 'stephenson', 'covington', 'ewen']
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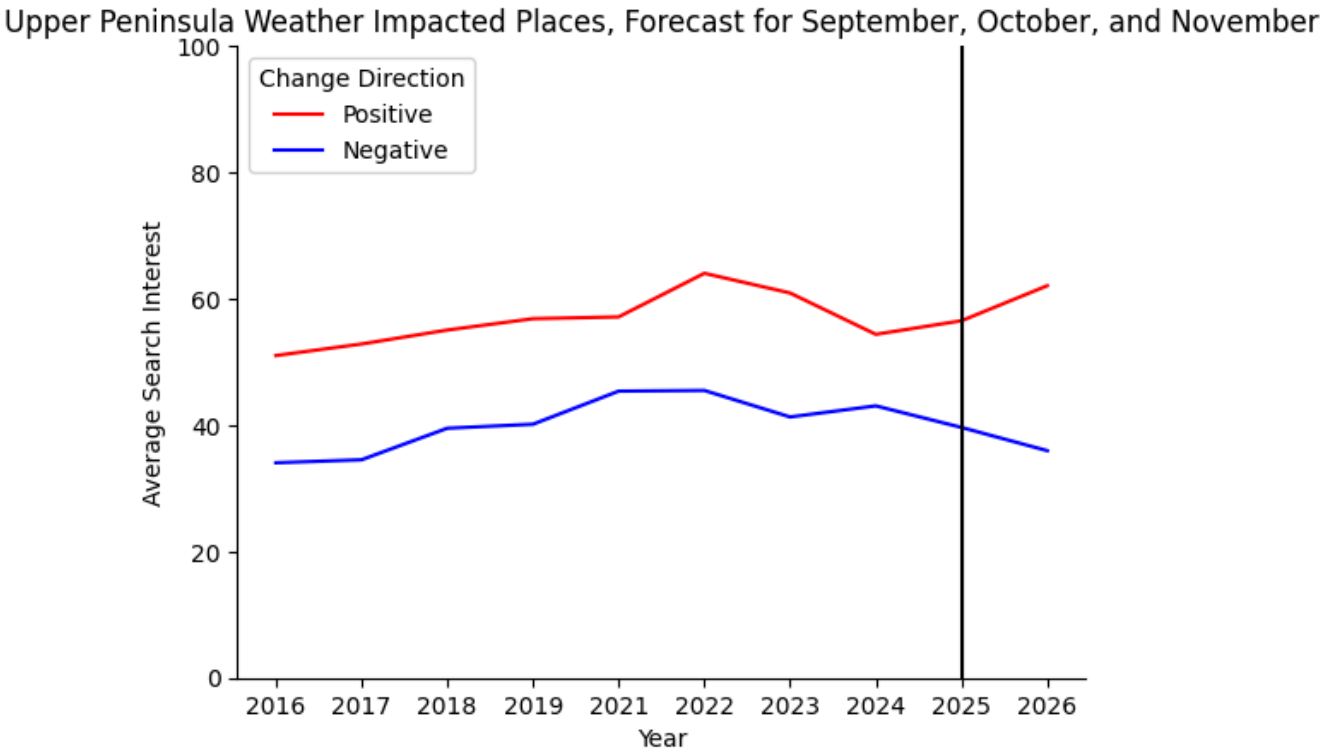
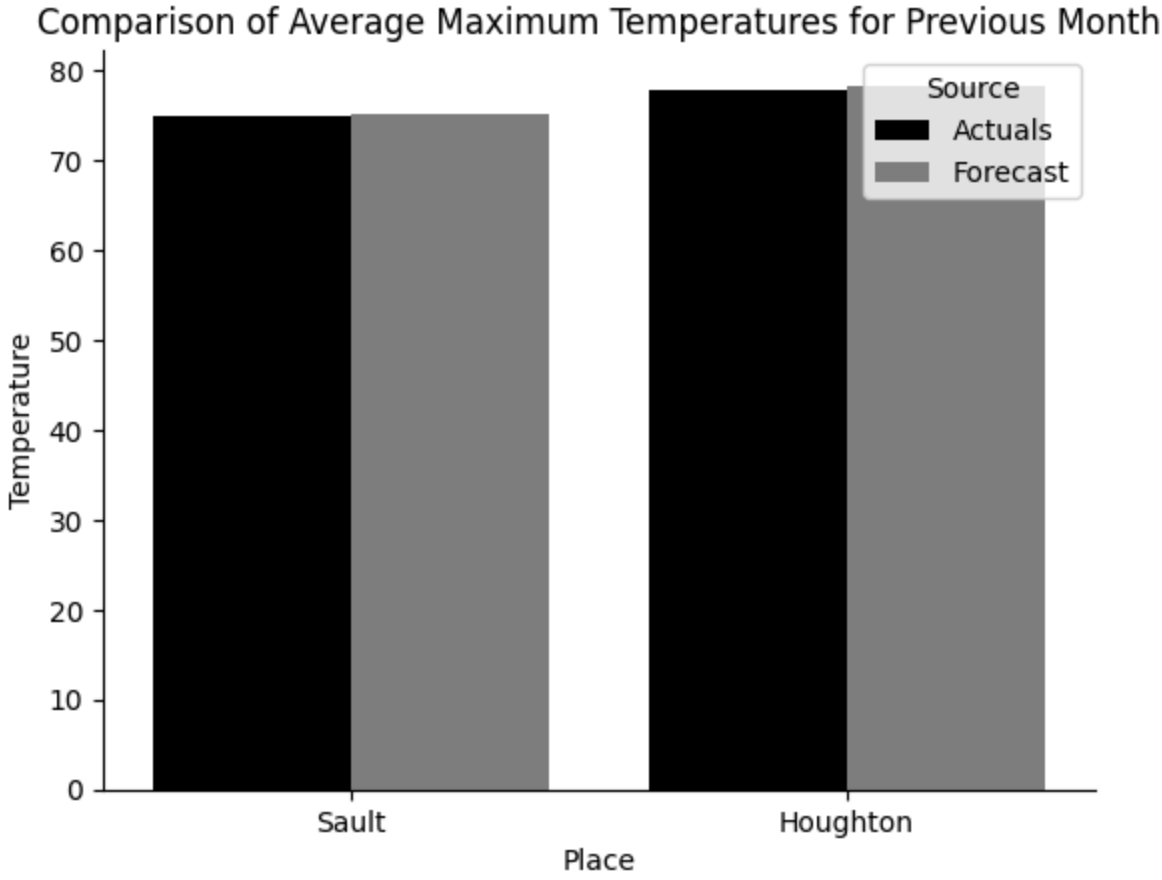
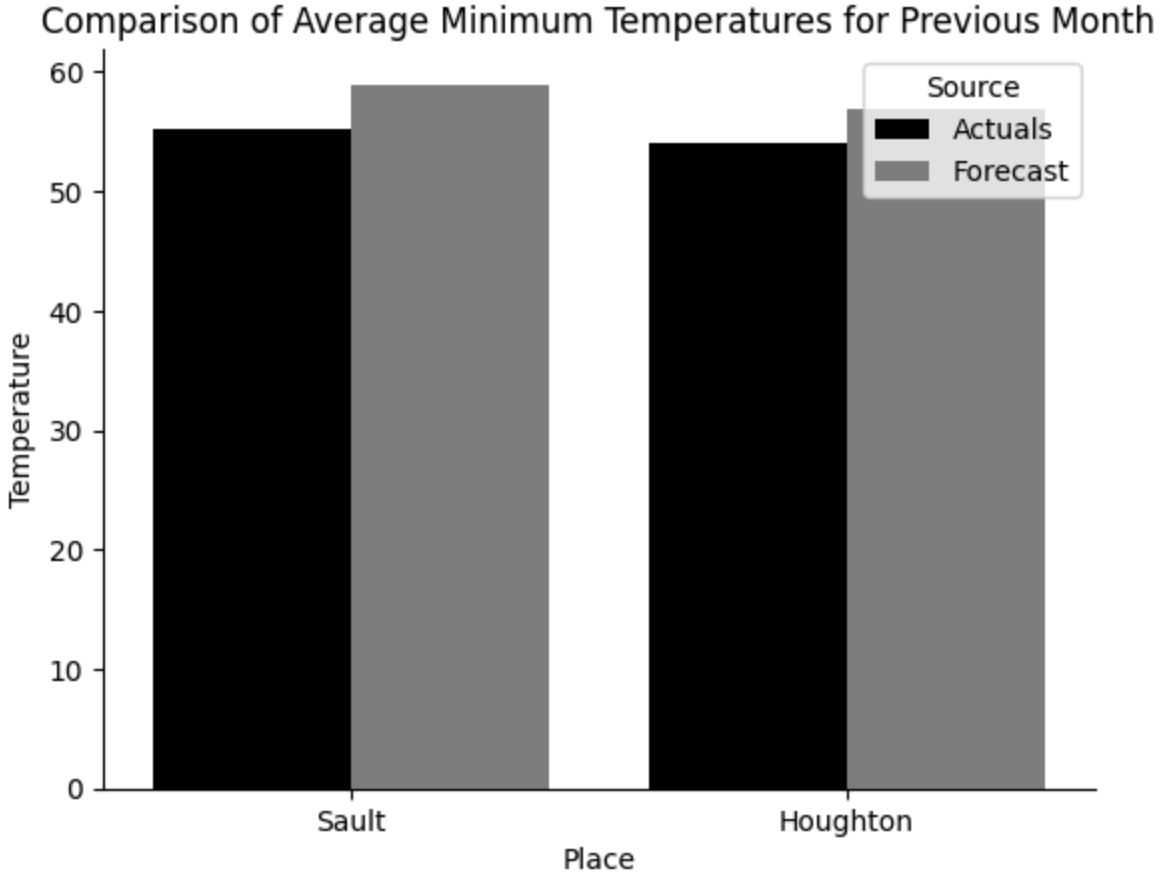


Next, I compare the average min and max temperature for the previous month with the accuweather forecasts. For last month, actuals and forecasts were very similar for max temperatures while the minimum temperatures were a bit lower than forecasted.


Comparison of Average Maximum Temperatures for Previous Month
Source
Actuals
Forecast
Temperature
0
10
20
30
40
50
60
70
80
Sault
Houghton
Place


Comparison of Average Minimum Temperatures for Previous Month
Source
Actuals
Forecast
Temperature
0
10
20
30
40
50
60
Sault
Houghton
Place