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FOR IMMEDIATE RELEASE

**Visit California Debuts Film Series Capturing
Beauty and Diversity of California’s Rural Regions**

*New series, developed in partnership with More Than Just Parks,
will showcase hidden regions across the state for travelers, media and trade*

SACRAMENTO, Calif. (Feb. 18, 2026) - Visit California today announced the upcoming debut of a new film series that will take viewers beyond the state’s gateway cities and into the heart of California’s rural regions.

Produced in partnership with award-winning filmmakers at More Than Just Parks, the eight-part series is the culmination of a year-long collaboration with regional tourism partners from across the state. The series takes viewers through the deserts, volcanic high country, towering redwood groves, small mountain towns and hidden coastlines and farms that give the Golden State its deep character.

“California’s rural regions hold some of the most breathtaking scenery and meaningful stories,” said Caroline Beteta, president and CEO of Visit California “This series invites travelers to experience a deeper, more authentic California, revealing the beauty and diversity that exist well beyond our gateway cities.”

Visit California will release one new regional film every week across its global channels, offering travelers a cinematic invitation to explore a side of California defined by beauty, adventure and authenticity — the California locals know intimately but visitors often miss.

A [dedicated campaign hub](#) on the Visit California website will serve as the home for the rollout, featuring each regional film as it premieres, showcased locations, links to regional partners, and downloadable media assets. It is designed as the central point for the full eight-week rollout. Additionally, a [landing page](#) on the More Than Just Parks website provides further detail on the series.

“California is one of the most visually and culturally diverse places on Earth, and its rural regions are the heart of that story,” said Will Pattiz, of More Than Just Parks. “Working alongside Visit California and the partners who know these communities best allowed us to capture a deeper, more authentic

portrait of the state. We're excited to take travelers beyond the gateways and into the landscapes and places that make California the Golden State.

The series begins February 18 with the premiere of a statewide hero reel, followed by weekly regional films rolling out through March.

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ABOUT VISIT CALIFORNIA:

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. For more information about Visit California and for a free California Official State Visitor's Guide, go to visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.

ABOUT MORE THAN JUST PARKS:

More Than Just Parks is an award-winning filmmaking and storytelling studio dedicated to showcasing America's natural, cultural, and historic landscapes. Founded by brothers Will and Jim Pattiz, MTJP has created large-scale content campaigns for state tourism boards, conservation organizations, and land agencies across the country. Their work is recognized internationally for its cinematic quality and its commitment to stewardship and place based Storytelling.