

Discover California's 'Hidden Gems' on Dream365TV

Published 3/10/2017 by  [Lisa Martinez](#)

Take a scenic journey through eight of California's beyond-the-gateway regions on Dream365TV with Hidden Gems. This newly released 8-part video series introduces secret spots and lesser-known attractions from throughout California – from idyllic byways and wine country destinations, to historic honky-tonks.

Each episode showcases a different region of the Golden State, spotlighting a different unique destination with insights from in-the-know locals, including:

- Deserts: [Anza-Borrego Desert State Park](#)
- Shasta Cascade: [Lake Almanor](#)
- High Sierra: [Sierra Vista Scenic Byway](#)
- Gold Country: [Murphys](#)
- Central Coast: [Gilroy Gardens](#)
- North Coast: [Point Arena-Stornetta Public Lands](#)
- Inland Empire: [Big Bear Lake](#)
- Central Valley: [Bakersfield](#)

The videos were produced through Visit California's rural marketing program, and each location was sourced from industry members serving on Visit California's Rural Committee. To complement the program, Visit California has also produced additional content on VisitCalifornia.com that was inspired by Hidden Gems.

Later this month, Visit California will take consumers on an epic virtual road trip spotlighting each region on Facebook, Instagram, and Twitter. The social activation will inspire consumers to venture beyond the gateways and provide insider tips on lesser-known road trips and alternate routes to the state's most iconic and well-traveled bucket list destinations.

tags : Rural