

Watch: Brazilian surfing legend takes on the ultimate road trip across California

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There's good reason why California is home to a plethora of world-class athletes, dreamers and doers — it's the ultimate outdoor playground. But nothing reflects quintessential California culture quite like surfing.

That's why Brazil's largest broadcast network enlisted professional big-wave surfer, Maya Gabeira, for a special mini-series called "California Onboard" within its #1 sports program, Esporte Espectacular. "California Onboard," embarked on a one-month RV tour seeking out Brazilians that have left everything behind to practice their sports and live their dreams in the Golden State.

The show debuted in July and the five-episode special reached a TV audience of more than 56 million Brazilians.

During the series, Gabeira cruised down the California coastline from San Francisco to San Diego to generate awareness around outdoor experiences, road trips and the California lifestyle. She and the crew explored a total of 19 cities, with plenty of opportunities for Gabeira to show off her surfing skills and spend time with Brazilian athletes from all different sports - from other surfers to skydivers, to footvolley players to professional skateboarders.

In San Diego, she met Marcio Zouvi, owner of Sharp Eye Surfboards. Zouvi moved from Brazil in the 1980s and founded the surf shop in 1992. Fast forward a few decades, and Zouvi is now creating some of the most high-performance surfboards in the world.

It's no surprise to see Brazilian travelers making California their second home. Last year alone, California welcomed 184,000 visitors from Brazil who stayed an average stay of 11 days.

The "California Onboard" series resonated with viewers, presenting an opportunity to showcase the love of sports held by both Californians and Brazilians. All told, the series captured an audience of 180 million from both broadcast and online views.

By partnering with large networks like TV GLOBO and influencers like Maya Gabiera, Visit California continues to expand the Golden State's global footprint. Whether you're a surfer, actor, artist, or even just an inspiring Californian, California is where the biggest dreams can be brought to life.

Check out the rest of Maya's adventures on [Instagram](#).

Watch the "California Onboard" series [here](#).

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