



Along the Yellowhead  
Experience Authentic  
Indigenous Journeys

THE ORIGINAL

Trans Canada Yellowhead Highway Map

2025



THE ORIGINAL

In 2021, the Indigenous Tourism Association of Canada (ITAC) introduced The Original Original Mark of Authenticity. Its design is a masterful blend of simplicity and depth, with two letter Os interlocked to symbolize the interconnectedness of all life within the earth's embrace. At the heart of these circles lies a flame motif, divided into three parts, representing the diverse Indigenous Peoples of Canada: First Nations, Métis, and Inuit.

Named "The Original Original," it speaks to the primal roots of the land's original inhabitants, distinguishing them from mere claimants of authenticity. While its symbolism carries deep allegorical significance, the mark serves a practical purpose as a beacon for conscientious consumers. Amidst the abundance of Indigenous tourism offerings, it guides travelers toward experiences that directly benefit Indigenous individuals, families, and communities.

This pioneering initiative offers more than a symbol; it signifies a commitment to transparency and integrity. A meticulous accreditation process, overseen by a dedicated team, ensures that accredited businesses are at least 51% Indigenous-owned and meet stringent market standards. Once approved, these businesses gain the privilege of displaying the mark, providing travelers with a reliable indicator of authenticity.

Beyond its practical utility, The Original Original fosters meaningful connections between tourists and Indigenous communities. By honoring cultural integrity and supporting sustainable tourism practices, it safeguards traditions for future generations. In a rapidly evolving tourism landscape, initiatives like this are essential for promoting ethical engagement and nurturing a harmonious balance between cultural preservation and destination development.

In tandem with The Original Original Mark of Authenticity, the Yellowhead Highway emerges as a vital conduit for Indigenous tourism experiences in Canada. As a historic route traversing diverse landscapes and Indigenous territories, the Yellowhead Highway presents an ideal platform for promoting accredited Indigenous tourism offerings. By highlighting these accredited experiences along the highway, travelers are not only guided towards authentic encounters but also contribute directly to the economic and cultural well-being of Indigenous communities. The partnership between The Original Original accreditation program and the Yellowhead Highway underscores a shared commitment to sustainable tourism practices and the celebration of Indigenous heritage. Together, they pave the way for a future where cultural preservation and destination development harmoniously coexist along this iconic route.

**Welcome to Manitoba Where the West Begins** (Treaties 1, 2, 4, 5, 6 and 10)



**N**estled within the heart of Canada, Manitoba epitomizes the profound legacy of its Indigenous peoples. Stretching from the majestic boreal forests of the north to the sweeping prairies of the south, its landscape tells the story of millennia of Indigenous stewardship and reverence for the land. As the traditional homeland of the Red River Métis, alongside diverse First Nations such as the Anishinaabe, Cree,



Take a short 35-minute drive off of TC #16 along MB #10 and you will find a unique blend of traditional and modern camping experience. Turtle Village is the first of its kind Indigenous Owned and Operated tourist destination within Treaty 2 Territory as the traditional home of the (7) Nations Anishinaabe of Riding Mountain, located in Riding Mountain National Park. Turtle Village - Sustainable Off-Grid accommodations are solar-powered with LED lighting and propane heating, ensuring comfort without compromising the environment. We leave zero impact on this land. It is our commitment to sustainability, energy efficiency, and conservation. Explore the beauty of Wasagaming Campground year-round with accommodations designed for all seasons. Book your unique indigenous getaway at Turtle Village.



Step into history at Teekca's Boutique, nestled at Winnipeg's iconic Forks, a meeting place of Indigenous Peoples and pioneers for over six millennia at the confluence of the Red and Assiniboine Rivers. Immerse yourself in First Nations culture as you browse our selection of locally crafted treasures, including moccasins, mukluks, and mittens, exquisite Dreamcatchers, Caribou tufting, and soapstone carvings. Discover our range of bear oil wellness products and smudge kits, offering a unique connection to Indigenous traditions and wellness practices.

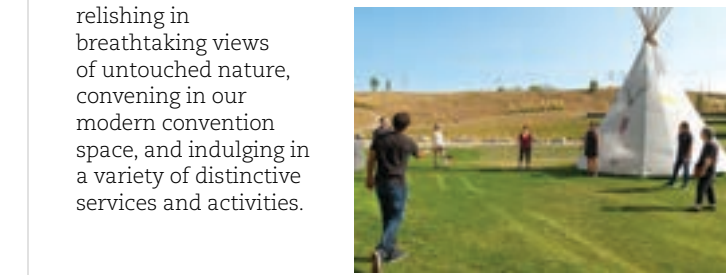
**Welcome to Saskatchewan Land of Living Skies** (Treaties 2, 4, 5, 6, 8 and 10)



Indigenous cultures of Saskatchewan are deeply ingrained in the vast prairies, dense forests, and meandering rivers that define its landscape. Over countless generations, the Cree, Saulteaux, Dakota, Nakota, and Métis peoples have thrived in this region, cultivating a profound bond with the land and its bountiful resources. Time-honored customs like hunting, fishing, and gathering have sustained Indigenous communities for millennia, while sacred sites and natural landmarks serve as revered spaces for ceremony and spiritual introspection.



For over 6400 years, Wanuskewin has been a gathering place for Indigenous Nations of the Great Plains, offering trade, ceremony, and bison hunting in the lush Opimihaw Valley. Today, it leads in conservation, reintroducing twice as the "Indigenous Tourism Destination of the Year," Wanuskewin aims to be a global center for Indigenous culture and heritage. Just 5 minutes from Saskatoon, it's easily accessible by car, taxi, or bike.



**Kaniyāsīhk Culture Camps: Island Lake, Saskatchewan**

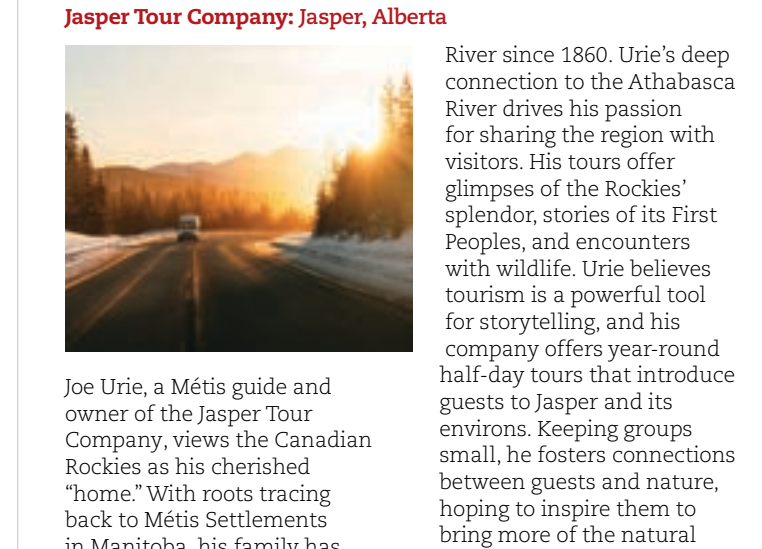


Dr. Kevin wāsakāyāsīw Lewis founded the kaniyāsīhk Cultural Camps to preserve the Cree language and nurture Traditional Indigenous Culture. Participants partake in hands-on activities like fish filleting, net cutting, hide tanning, and food preservation. They can also join first aid, paddling, and Field Leader certification programs, alongside various outdoor activities and storytelling sessions year-round. A central element of the camps is the ká-néyāsīhk mikiwáhpá Cree Academy of Excellence-Immersion School, where Elder's Helpers teach Cree language lessons in the tranquil embrace of nature.

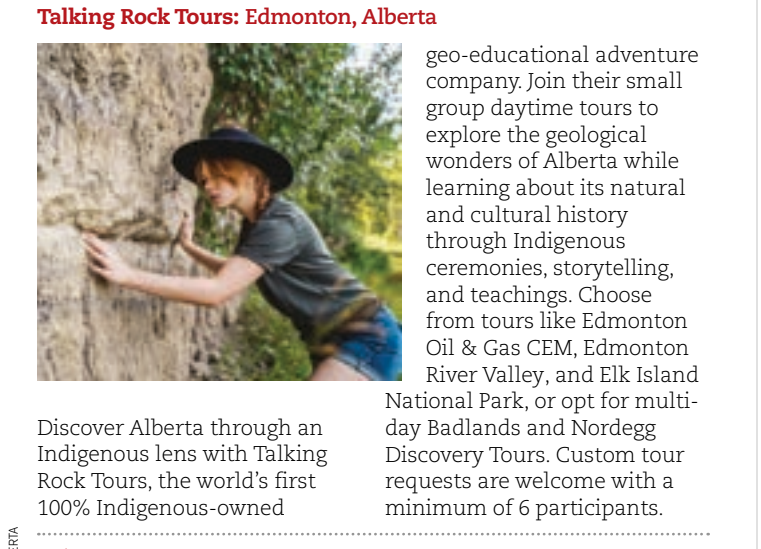
**Welcome to Alberta Wild RoseCountry** (Treaties 4, 6, 7, 8 and 10)



Alberta's landscape echoes with the ancient footsteps of its Indigenous peoples, whose roots are deeply intertwined with the land's rugged mountains, sprawling prairies, and winding rivers. For millennia, diverse Indigenous nations such as the Blackfoot Confederacy, Cree, Dene, Nakoda, and Métis have called this region home, each with unique languages, cultures, and traditions. These communities have maintained a profound connection to the land, drawing sustenance from its resources and forging rich spiritual and cultural ties. Traditional practices such as hunting, fishing, and gathering have sustained Indigenous ways of life for generations, while sacred sites and ceremonial grounds serve as reminders of the enduring presence of Indigenous peoples in Alberta. Today, Indigenous communities continue to uphold their cultural heritage through language revitalization efforts, artistic expression, and advocacy for land rights and self-determination. Alberta's Indigenous roots are not just a part of its past; they are a vibrant and integral aspect of its present and future, shaping the province's identity and enriching its cultural legacy.



Joe Urie, a Métis guide and owner of the Jasper Tour Company, views the Canadian Rockies as his cherished "home." With roots tracing back to Métis Settlements in Manitoba, his family has guided along the Athabasca River since 1860. Urie's deep connection to the Athabasca River drives his passion for sharing the region with visitors. His tours offer glimpses of the Rockies' splendor, stories of its First Peoples, and encounters with wildlife. Urie believes tourism is a powerful tool for storytelling, and his company offers year-round half-day tours that introduce guests to Jasper and its environs. Keeping groups small, he fosters connections between guests and nature, hoping to inspire them to bring more of the natural world into their daily lives.



Discover Alberta through an Indigenous lens with Talking Rock Tours, the world's first 100% Indigenous-owned geo-educational adventure company. Join their small group daytime tours to explore the geological wonders of Alberta while learning about its natural and cultural history through Indigenous ceremonies, storytelling, and teachings. Choose from tours like Edmonton Oil & Gas CEM, Edmonton River Valley, and Elk Island National Park, or opt for multi-day Badlands and Nordegg Discovery Tours. Custom tour requests are welcome with a minimum of 6 participants.



passionately. Explore year-round near Banff or Calgary, learning plant medicine, bushcraft, and moccasin making. Discover the boreal forest through Indigenous eyes, understanding its significance and learning survival skills. Join us in summer for plant identification and medicine-making, or in winter for Métis snowshoeing. Leave enriched with ancestral wisdom.

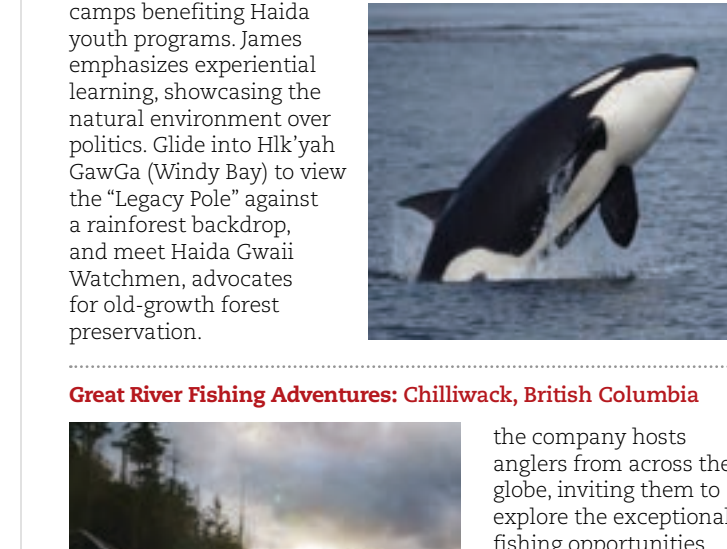
**Welcome to Beautiful British Columbia** (Treaty 8 and Unceded Traditional Territory)



In British Columbia, Indigeneity is deeply interwoven with the region's diverse cultural tapestry and historical narrative. Over millennia, a multitude of Indigenous groups have inhabited this land, each nurturing unique languages, customs, and ways of life. From the Coastal Salish communities along the coast to the Interior Salish, Nuu-chah-nulth, Haida, and others across the province's varied terrain, Indigenous societies have thrived. Their profound connection to the land is evident in their stewardship practices, traditional knowledge, and spiritual beliefs, emphasizing harmony with nature and respect for all life. Today, British Columbia's Indigenous Peoples continue to advocate for their rights, preserve their heritage, and contribute to the province's rich cultural diversity.



Ideal for self-exploration, our lodge features a nightly rate structure and on-site amenities including a gift shop and conference facilities. Our 12 new two-bedroom cedar cabins blend traditional Haida architecture with modern comforts, boasting stunning views and amenities like a minibar kitchen, fireplace, covered hot tub, and outdoor shower. Choose from a bed and breakfast stay or all-inclusive packages for 3, 4, or 7 nights amidst Haida Gwaii's natural beauty.



Established in 1988, Great River Fishing Adventures stands as one of the Fraser River's foremost fully guided sport-fishing operations, offering expeditions on its tributaries as well. Annually, Pacific Salmon, boasting the largest team of fly fishing guides on the river. Join them for personalized adventures, from chasing trophy Sturgeon to exploring remote rivers for Trout and Salmon.



Embark on a transformative journey down the South Thompson and Adams Rivers, tracing the timeless paths woven by the Secwepemc & Heritage Park: Kamloops, British Columbia. Situated along the scenic banks of the South Thompson River in British Columbia, you'll find the Secwepemc Museum & Heritage Park. We provide visitors with a blend of indoor and outdoor cultural experiences. Step inside the museum for a guided tour delving into the vibrant history of the Secwepemc people through interactive multimedia displays and authentic artifacts. Outside, wander through our Heritage Park, where you can unearth the archaeological remnants of a 2,000-year-old Secwepemc winter village and observe wildlife amidst the beauty of the Kamloops Marshes.

Support our members along the Trans Canada Yellowhead Highway

For member listings and travel information go to [www.goyellowhead.com](http://www.goyellowhead.com)

Share your adventure with us on Instagram #goyellowhead

Trans Canada Yellowhead Highway Association



Explore Indigenous Experiences Along The Yellowhead Highway

Alberta

#ExploreSask

Manitoba



**LEGEND**

- Member of Trans Canada Yellowhead Highway Association
- Look for these members of the Trans Canada Yellowhead Highway Association. They advocate for highway upgrades, maintenance and development to make travelling safer and more enjoyable. Show your support while you travel!
- Trans Canada Yellowhead Hwy
- Primary Hwy
- Paved Roads
- Gravel Roads
- Ferry
- Canada-US Border Crossing 24 Hours
- Canada-US Border Crossing Limited Hours
- Capital Cities
- Major/Large Cities
- Small/Medium Cities
- Campground
- Mileage Marker
- Provincial Parks
- British Columbia
  - 1 Naklon
  - 2 Seven Sisters
  - 3 Babine Mountains
  - 4 Uncha Mountains
  - 5 Bed Hills
  - 6 Mount Robson
  - 7 Wells Gray
- Alberta
  - 8 Willmore Wilderness
  - 9 Obald Lake
  - 10 Sundance
  - 12 Pembina River
  - 13 Wabamun Lake
  - 14 Lois Hole Centennial
  - 15 Vermion
- Saskatchewan
  - 16 Bronson Forest Recreation Site
  - 17 The Battlements
  - 18 Pike Lake
  - 19 Broadview
  - 20 Great Blue Heron
  - 21 Good Spirit Lake
- Manitoba
  - 22 Assinipi
  - 23 St. Ambrose Beach
  - 24 Beaudry
  - 25 Birds Hill
  - 26 Winnipeg Beach
  - 27 Grand Beach
  - 28 Norris Lake

**yellowhead**  
Trans Canada Yellowhead Highway

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Edmonton, AB	200
Edson, AB	1155
Gladstone, MB	1155
Hinton, AB	289
Hope, BC	1010
Jasper, AB	366
Kamloops, BC	857
Langley, BC	923
Lloydminster, AB	249
Masset, BC	175
Merrill, BC	893
Neepawa, MB	1118
North Battleford, SK	387
Portage la Prairie, MB	1217
Prince George, BC	577
Prince Rupert, BC	1444
Russell, MB	955
Saskatoon, SK	517
Shoal Lake, MB	1031
Smithers, BC	1110
Tête Jaune Cache, BC	469
Vancouver, BC	467
Vegreville, AB	15
Vincennes, SK	803
Winnipeg, MB	1340
Wynyard, SK	711
Yorkton, SK	854
Edmonton, AB	200
Edson, AB	1155
Gladstone, MB	1155
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