



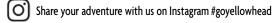


British Columbia Alberta Saskatchewan Manitoba



Support our members along the Trans Canada Yellowhead Highway

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

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



Iberta's landscape Aechoes with the ancient ootsteps of its Indigenous peoples, whose roots are leeply intertwined with the and's rugged mountains, prawling prairies, and winding ivers. For millennia, diverse ndigenous 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 and, drawing sustenance rom its resources and forging ich spiritual and cultural ties. Traditional practices

such as hunting, fishing, and gathering have sustained ndigenous 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 ommunities 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 jus 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.

Named "The Original Original," it speaks to the imal roots of the land's original inhabitants, nguishing them from mere claimants of uthenticity. While its symbolism carries deep allegorical significance, the mark serves a practical ourpose as a beacon for conscientious consumers. nidst the abundance of Indigenous tourism offerings, it guides travelers toward experiences that lirectly benefit Indigenous individuals, families, and

This pioneering initiative offers more than a ymbol; 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 ntegrity 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.

Jasper Tour Company: Jasper, Alberta



oe 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

Warrior Women: Jasper, Alberta



Experience the rhythmic beats of the drums with Matricia Brown-Asani and Mackenzie Brown-Kamamak, proud members of the Sturgeon Lake Common Calgary.

connection to the Athabasca River drives his passion for sharing the region with visitors. His tours offer limpses of the Rockies' plendor. stories of its First oples, and encounters th wildlife. Urie believes ourism is a powerful tool or storytelling, and his ompany 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.

River since 1860. Urie's deep

Cree Nation. As drummers, rformers, storvtellers, ind songwriters, they share ligenous culture through rious mediums. Join them or workshops, tours, and reside Chats at the Jasper ram to learn Cree phrases nd songs. Matricia's cultural ributions have been recognized by the Tourism Association of Canada, while Mackenzie's artwork has been featured in galleries across Alberta, including Arts







ndigenous 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 firmly interwoven with the and spiritual introspection.



Nestled 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,

Dakota, Oji-Cree, and Dene, Manitoba's territory resonates with rich cultural heritage and ancestral wisdom. Here, the rhythms of life harmonize with the traditions passed down through generations, shaping vibrant contemporary Indigenous communities. Manitoba's Indigenous territory transcends mere geography; it embodies esilience, adaptability, and the enduring spirit of its original inhabitants.





Take a short 35-minute drive you will find a unique blend of traditional and modern camping experience

Turtle Village is the first of its kind Indigenous Owned and to sustainability, energy 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 off of TC #16 along MB #10 and and propane heating, ensuring comfort without compromising the environment

We leave zero impact on this land. It is our commitment 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.

passionately. Explor

medicine, bushcraft

hrough Indigenous

eyes, understanding

significance and

ming survival skills.

vear-round near

Banff or Calgary

learning plant

and moccasin

Join us in summer for plant

dentification and medicine

making, or in winter for Métis

snowshoeing. Leave enriched

with ancestral wisdom.

making. Discover

the boreal forest

Teekca's Boutique: Winnipeg, Manitoba



Step into history at Teekca's Boutique, nestled at Winnipeg's traditions and wellness iconic Forks, a meeting place practices.

Anishinabe Sharing Lodge: Riding Mountain National Park



Only 50 kms North of Minnedosa off TC#16 you will find a collection of indigenous experiences.

Stop in at the Anishinabe Sharing Lodge in Wasagamin to learn more about he unique natural. reasures and hear tories from Indigenous ultures.

Indigenous Peoples and

at the confluence of the

mukluks, and mittens,

exquisite Dreamcatchers

connection to Indigenous

Red and Assiniboine Rivers

merse yourself in First

Jations culture as you browse

our selection of locally crafted

treasures, including moccasins

aribou tufting, and soapstone

arvings. Discover our range of

bear oil wellness products and

smudge kits, offering a unique

oneers for over six millennia

Enjoy fantastic dining options and beautiful ccommodations. exploring this unique National Park townsite and take in the great diversity in its shops, restaurants, and services.

Talking Rock Tours: Edmonton, Alberta



Discover Alberta through an Indigenous lens with Talking Rock Tours, the world's first

mpany. Join their small proup davtime tours to plore the geological onders of Alberta while arning about its natural and cultural history hrough Indigenous eremonies, storytelling nd teachings. Choose n tours like Edmonton il & Gas CEM, Edmontor

100% Indigenous-owned

Métis Crossing: Smoky Lake, Alberta



Explore Métis Crossing, Alberta's premier destination for experiencing the rich heritage of Métis culture. Journey along the historic Victoria Trail, where Métis

educational adventure River Vallev. and Elk Island

National Park, or opt for mult day Badlands and Nordegg Discovery Tours. Custom tour requests are welcome with a minimum of 6 participants.

milies thrived through

farming, trapping, hunting

Fort Victoria. Celebrate their

vibrant community life with

usic, art, and gatherings.

t Métis Crossing, immerse

urself in our history on

500 acres along the North

Saskatchewan River, Visit

Centre, blending traditior

with modern design by Métis

Collinge. Join a Meet the Métis

experience to delve into our

seasonal practices, music,

dance, and crafts.

our Cultural Gathering

architect Tiffany Shaw-

and trading with nearby

Mahikan Trails: Canmore, Alberta



Owner-operator Brenda Holder of Mahikan Trails, a Cree/Iroquois Métis guide from Jasper, Alberta, shares traditional knowledge

Painted Warriors: Cremona, Alberta



At Painted Warriors Ranch, guests experience traditional

rn about Métis and genous lifestyles while spotting wildlife nance outdoor kills with workshops horseback riding, owshoeing, archery and bush survival, ailable year-round for ne to five days. Enjoy mpfire gatherings with h tea and hot berry p, and choose between c or luxurious nmodations. Locate near the Cowboy Trail, the ranch offers certified

training courses in outdoor activities and emphasizes welcomes and guided hikes to preserving cultural skills.

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

n 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, Nuuchah-nulth, Haida, and others across the province's varied



River amidst ancient forests. Haida House at Tllaal offers a packages for 3, 4, or 7 nights classic 10-room lodge, perfect for your Haida Gwaii adventure. beauty.



Cowpar run Haida Stvle Expeditions, the first



terrain. Indigenous societies

have thrived. Their profound

evident in their stewardship

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

rich cultural diversity

connection to the land is

knowledge, and spiritual

practices, traditional

Situated by the serene Tlell



contribute to the province's

The Métis, blending Indigenous and Europear ancestry, have significantly influenced Saskatchewan's cultural mosaic, enriching its heritage with their unique traditions. Present-day ndigenous communities i Saskatchewan are dedicated to preserving their rich cultural legacy through language talization, cultural gatherings, and efforts to safeguard ancestral knowledge These ongoing endeavors ensure that the deep roots of Indigenous heritage remain province's identity

Ideal for self-exploration

our lodge features a

ightly rate structure

and on-site amenities

ncluding a gift shop and

conference facilities. Our

abins blend traditional

Haida architecture with

amenities like a minibar

kitchen, fireplace, covered

stunning views and

hot tub, and outdoor

breakfast stay or all-inclusive

amidst Haida Gwaii's natural

shower. Choose from a bed and

modern comforts, boasting

12 new two-bedroom cedai

Wanuskewin Heritage Park: Saskatoon, Saskatchewan



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 easily accessible by car, taxi, in conservation, reintroducing or bike.

Dakota Dunes Resort: White Cap, Saskatchewan



Situated on the traditional Whitecap Dakota Unceded Plains Bison and reserving cultura heritage through archaeological sites and landmarks. With hopes for JNESCO recognition, Wanuskewin continues as a cultural

hub, offering art, dance, cuisine, and education. Recognized 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

Casino offers a picturesque iver setting amidst gentle sand unes, marking Saskatoon's emier full-service resort. Vith its 155 newly constructed oms, the resort pays homage o its Indigenous heritage rough design elements uch as angular window trims d exterior wood panels iniscent of traditional tipis. Inly a short 20-minute drive from downtown Saskatoon guests can retreat to our Territory, Dakota Dunes Resort pristine accommodations,

relishing in breathtaking views of untouched nature, convening in our modern convention space, and indulging in a variety of distinctiv services and activities



kâniyâsihk Culture Camps: Island Lake, Saskatchewan



Dr. Kevin wâsakâyâsiw Lewis founded the kâniyâsihk Cultural Camps to preserve the Cree language and nurture storytelling sessions year Traditional Indigenous Culture. Participants partake in hands-on activities like fish filleting, meat cutting, hide tanning, and food preservation. They can also join first aid, paddling, and

Field Leader certification programs, alongside various outdoor activities and round. A central element of the camps is the kâ-nêyâsihk mîkiwâhpa Cree Academy o Excellence-Immersion School where Elder's Helpers teach Cree language lessons in the tranquil embrace of nature.

Secwepemcuu'l'ecw (Shuswa

generations. Led by a local

Knowledge Keeper, immerse

yourself in the rich tapestry

xperience the flavors of our

isine, the melodies of our

truly grasp our culture,

ongs, and the echoes of stories

assed down through the ages.

ngage all senses: touch, smell

sight, sound, and feeling. Delve

tribulations—and embrace out

language, culinary traditions,

festivities, and rituals

of tradition and culture.

Nation) over countless

Moccasin Trails: West Kelowna, British Columbia



Embark on a transformative journey down the South hompson and Adams Rivers, tracing the timeless paths woven by the

Secwepemc Museum & Heritage Park: Kamloops, British Columbia



Situated along the scenic banks of the South Thompson River in British Columbia, you'll find the Secwepeme

Museum & Heritage Park. We provide visitors with a blend of indoor and outdoor cultura experiences. Step inside the nuseum for a guided tour delving into the vibrant nistory of the Secwepemc people through interactive iltimedia displavs and authentic artifacts. Outside, wander through our Heritage Park, where you can unearth the archaeological remnants of a 2,000-year-old Secwepem winter village and observe wildlife amidst the beauty o the Kamloops Marshes.

Haida House at Tllal: Tlell, British Columbia



Haida Style Expeditions: Skidegate, British Columbia



Brothers James and William

Indigenous-owned our company ir Haida Gwaii. Thei motto, "Welcome to our backvard, embodies their ommunity-focused roach, supporting ocal talent and ousinesses. Cultural day trips explore incient village ites like UNESCO World Heritage Site SGang Gwaay

Llnagaay (Ninstints), with options for fishing trips or multi-day Cultural immersio

camps benefiting Haida youth programs. James emphasizes experientia learning, showcasing the natural environment over politics. Glide into Hlk'yah GawGa (Windy Bay) to view the "Legacy Pole" against a rainforest backdrop. and meet Haida Gwai Watchmen, advocate for old-growth forest preservation.



Great River Fishing Adventures: Chilliwack, British Columbia



Established in 1988, Great River Fishing Adventures stands as one of the Fraser River's foremost fully guided sport-fishing operators, offering expeditions on its tributaries as well. Annually,

the company hosts anglers from across the globe, inviting them to explore the exceptional fishing opportunities and natural splendor of British Columbia. With over ten species of sport fish available nroughout the year, ncluding the famed White Sturgeon, Freat River Fishing Adventures caters o anglers of all skill evels. Their expertise extends to targeting all five species of Wild

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



Explore Indigenous Experiences Along The Yellowhead Highway



#ExploreSask

Manitoba