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A New Way to Get to Moraine Lake: ‘Moraine Lake Bus Company’ Founded by Young Banff Couple to Bring Locals and Visitors to Moraine Lake

Company Launched in Response to Parks Canada’s Decision to Ban Private Vehicles at Moraine Lake.

BANFF NATIONAL PARK, April 13, 2023 – Banff locals Alexandra King and Jesse Kitteridge have launched ‘Moraine Lake Bus Company’, providing scheduled bus service for locals and visitors to Moraine Lake and Lake Louise. With buses departing from 4:00AM at Samson Mall, Moraine Lake Bus Company becomes the only scheduled bus service operating early enough to catch sunrise at Moraine Lake.

Reading the writing on the wall last year, these young locals incorporated the business and obtained several buses in fall of 2022. “I was working at the Banff Visitor Centre last summer, fielding a lot of requests and a lot of complaints from frustrated visitors unable to get to Moraine Lake” said Alexandra King, “So after many evenings talking about the issue with my partner, we decided to do something about it – and Moraine Lake Bus Company was born.”

With Moraine Lake Bus Company, visitors can pre-book their outbound and inbound departures, which is not the case with the Parks Canada shuttle. Also included are complimentary rides for Banff locals (through the Ambassador Pass), and discounts and flexibility for climbers and mountaineers. “As locals and climbers ourselves, we understand how important it is to be able to visit your own backyard, as well as the flexibility and sometimes short notice required for climbing parties to get out and back on some of the longer routes originating from Moraine Lake. With that in mind, these user-groups can give us a call and we can likely sort them out with a flexible and discounted option”.

Being a contributing member of the community is also important to the founders, and is echoed in their commitment to paying the Bow Valley Living Wage to all summer staff. “We understand the responsibility of a business to pay its staff properly, so we became the first and only business in Banff to join the Alberta Living Wage Network. This means that all of our staff’s compensation will be at least \$32.75/hour.”

It’s been a busy year for Alexandra and Jesse since the end of last summer. Starting a business, getting engaged at the Wates-Gibson hut, and working through all the licensing required to operate a provincially-regulated transportation company in a national park. “We’re just looking forward to the opening of Moraine Lake Road this year on June 1.”

Learn more about the company at www.morainelakebus.com

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