

Gautrain Hackathon Challenge

In a post-pandemic era where commuting patterns are changing, how can the Gautrain Management Agency reimagine its marketing and communications strategy to:

- Drive ridership growth and foster brand loyalty while aligning with its purpose to transform spaces, people and the economy through mobility, and
- Leverage key partnerships by introducing innovative, locally inspired, and globally relevant solutions that enhance accessibility, affordability, and inclusivity for diverse consumer segments.