

Edinburgh Trams recognise members of staff who assisted the “Swifties”

Edinburgh Trams driver, Jade Holden, and Ticketing Services Assistant, Tony Wallace, have been praised by colleagues for helping to entertain the Swifties.

This is the name given to fans of Taylor Swift who were Edinburgh Trams customers during what proved to be the busiest weekend on Edinburgh’s tramway.

While the entire team pulled out all the stops to ensure hundreds of thousands of “Swifties” enjoyed trouble-free travel to a series of concerts at Murrayfield, the two employees went the extra mile to get everyone into the spirit of the occasion.

Leading from the front, they donned pink cowboy hats and encouraged Taylor Swift fans to join in impromptu renditions of the star’s hits. Footage of Tony dancing to “Shake it Off” went viral.

Sue Bucher, HR Manager at Edinburgh Trams, explained: “To dance in front of thousands of dedicated Swifties took plenty of courage, but his efforts certainly proved a hit with customers and on social media.

“It was also brave of both Tony and Jade to agree to be featured so heavily on X, Facebook, Instagram and especially TikTok which, helped us reach new audiences whilst boosting

our following across the popular platforms.”

In recognition of their dedication and enthusiasm, they’ve now been presented with “You are Tramtastic” Awards from the tram operator after being nominated for the accolade by colleagues.

Tony and Jade will both receive gift vouchers worth £250 as well as a certificate recognising their efforts.

“These valued members of the team offer a shining example of the passion of everyone at Edinburgh Trams when it comes to providing the best possible service to customers and a warm welcome to the millions of people who visit our city every year,” Sue added.

A wider campaign to promote the benefits of tram travel during Taylor Swift’s stop in Edinburgh as part of her record-breaking Eras Tour has also put the operator in the frame for further recognition at the Global Light Rail Awards.

The winner in the Best Customer Initiative category will be announced next month when Edinburgh Trams is also hoping to be named UK Operator of the Year and Most Improved System.

