



Tinder



Tinder turns 10

Top Tinder moments that changed the way the world connects.

2012

Perfect app, perfect place, perfect time

Tinder is introduced on a college campus in the U.S. and becomes the **go-to destination for young people**, changing how we think of the word **“Swipe.”**

2014

The Swipe™ is a pop culture icon

ONE BILLION CLUB Tinder becomes a global phenomenon with Swipe gestures surpassing **one billion** per day and **one billion** matches.

2015

Tinder breaks down barriers to meeting new people

Tinder introduces **Passport™** to give members the ability to make connections anywhere in the world.

2016

Tinder supports LGBTQ+ members

Tinder partners with **GLAAD** to offer more gender identities, becoming the first dating app to allow members to identify beyond ‘man’ or ‘woman.’

In 2019, Tinder works with **GLAAD** to introduce new feature ‘Orientations’ with 9 sexual orientations to choose from at any time.

2017

Tinder goes online

With **Tinder Online** members can see potential matches from any browser, on any device, anywhere in the world.

2018

Tinder makes a stand for diversity and inclusion

Tinder starts a **#RepresentLove** petition to make interracial couple emojis a reality. They are now on keyboards everywhere.

2019

Tinder goes beyond the Swipe

SWIPE NIGHT. Tinder combines dating and entertainment with in-app interactive series, **Swipe Night™**. It launches first in the US and then worldwide in 2020.

2020

A world in quarantine, but not in isolation

Quarantine becomes the world’s largest icebreaker on Tinder. Tinder’s Swipe activity broke **3 billion** in a single day.

Tinder makes its Passport feature **free for all** members, sparking new connections globally.

Face to Face in-app video calling and **Photo Verification** launch worldwide to make dating from home more authentic and safer for members.

2021

Tinder helps members get back out there

Tinder introduces **Are You Sure?** and **Does This Bother You**, industry-first features that reduce in-app harassment.

Tinder works with governments globally to help members get **vaccinated** ahead of summer.

Tinder announces its commitment to add **ID verification**.

Tinder launches **Tinder Explore**, an in-app hub hosting new, interactive ways to connect.

KILLER WEEKEND **Swipe Night: Killer Weekend** launches in Explore with a new mystery to solve and more ways to match.

Tinder collabs with **Spotify** to launch **Music Mode** in Tinder Explore and give members more ways to connect through Music.

Renate Nyborg becomes the **first female CEO** to lead Tinder.

2022

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Blind Date launches in Explore and answers Gen Z’s call for nostalgia and authentic connections.

FESTIVAL MODE **Festival Mode launches** in Explore to help Tinder members meet other festival goers this summer.

In just 10 years, Swipe activity on Tinder has reached **4 billion** a day. There have been **500 million downloads** and **70+ billion matches** since launch.