Tinder UK Newsroom

Passport Feature Now Available For Free to All Tinder Members

NOW MORE THAN EVER, HAVING SOMEONE TO TALK TO CAN MAKE A WORLD OF DIFFERENCE
Socially distant but not disconnected - Tinder members turn to the app as daily conversations in the UK increase by 12%

March 31st, UK - In this crazy time, the one two punch of self isolation and business closures means we're missing out on the everyday exchanges that make us human, from sharing a smile on the tube (LOL as if) to throwing shapes in the middle of a packed nightclub. Even though we're socially distant, Tinder members haven't disconnected and there were more swipes on **Sunday March 29th than on any single day in the history of Tinder**(3+ billion swipes globally).

In this challenging time, we see Tinder members finding new ways to connect. As an area becomes more affected by physically-isolating measures, we see new conversations happening there - we've seen the number of daily conversations Brits are having **increase by 12% and last for 8% longer than usual too.**Across the globe, the same can be said for Italy, who are a few steps ahead of the UK, with the length of their conversations having increased by 29%. And what is it that they are talking about? Well, members are showing that they are here for each other as they've been **kicking off the conversation with 'Are you okay?'** instead of starting with a simple👋

There's also been a significant increase in the length of conversations between matches, as they look to find someone who stans for the same thing they do and build a real connection - conversations are now **10 - 20% longer globally compared to February.** Tinder members around the world have stepped up for each other in amazing ways. It's like the digital version of Italians leaning out their balconies to sing together. As parts of the world went into quarantine, members began Passporting into those countries. Rates of Passport use were up over the last week of March in Brazil: 15%, Germany: 19%, France: 20% and India: 25%.

"I'm happy we've been able to make our Passport feature, which allows you to connect with anyone, anywhere in the world, available for free to all members," said Elie Seidman, Tinder CEO. "We hope our members, many of whom are anxious and looking for more human connection, can use Passport to transport themselves out of self-quarantine to anywhere in the world. We're inspired by how people are using Tinder to be there for each other, and we want to fan these flames of social solidarity."

We've noticed bios are changing too - now, top bio terms include **stay home and be safe**. We're inspired by how people are using Tinder to be there for each other, and we want to fan these flames of social solidarity.

That's why we've made our Passport feature, which allows you to connect with anyone, anywhere in the world, available for free to all members. We hope our members, many of whom are feeling the pressure of staying home, can use Passport to transport themselves out of self-quarantine to anywhere in the world. You can check in on folks in your hometown, school town, London or a dream holiday destination (one for 2021 perhaps) to find those across the world and country who are going through this too.

We Need Each Other More Now:

Without being able to meet IRL, you might assume dating has come to a halt. That's not proving true on Tinder.

- People have been chatting with their matches all around the world! Daily conversations have been up 12% in the UK, showing that Brit's really are turning to Tinder to make new connections
- This epidemic is also changing what we talk about - members are asking their matches "are you ok?" or "how are you feeling?" with a 10-30% increase of 'care' phrases in bios across the world, compared to the beginning of March.

- Tinder bios around the world are being used to show concern for others instead of their life motto. Top Bio Terms include: Stay home, be safe, social distancing, “how are you”, wash your hands and face emojis are seen increasingly being used in bios.
- And yes, EVERYONE is talking about toilet paper.

All data above is based on mid-February when most countries began going through stay-at home policies through March 26th. Daily Messages per active user is in comparison of 20th Feb to 26th March.

*All conversation length of messages data was pulled between mid February, when we saw a significant increase in stay at home policies go into effect, through March 21st.

The Details:

*Tinder’s Passport is typically available as one feature within Tinder Plus & Gold subscriptions.

You must update your app to the 11.12iOS and Android releases, which will ensure you have access to the free Passport feature.

More about Passport:

This is typically a paid feature for Tinder Plus & Gold subscribers. Members can search by city or drop a pin on the map and you can begin Liking, matching and chatting with Tinder members in a destination of your choice. Navigate between your current location and new destinations!

How do I change my location using Passport?

1. Tap the profile icon
2. Select Settings
3. Tap Location
4. Select Add a new location

How many cities can I use the Passport feature in?

You can only virtually be in one city at a time, but you can change your location as many times as you'd like. Members you’ve liked while using the Passport feature may see your profile up to a day after you’ve changed your location(s).

Additional assets available online: Photos (1)

https://uk.tinderpressroom.com/2020-03-31-Passport-Feature-Available-For-Free-All-Members