New year, new dating opportunities… As Tinder's Year in Swipe report revealed, 2023 has been a year of singles prioritising self discovery[1] and continuing to embrace their 'main character energy' into 2024. There couldn't be a better time to put yourself out there with 'peak dating season' on the horizon.

Ramping up from the start of January, through till Valentine's Day (on 14th Feb), on Tinder alone, there are **11.4 million more messages sent globally during this period** compared with the rest of the year. As well as **an impressive 58.7 million more likes sent** compared to the rest of the year[2].

It's even optimum time for singles to show some spice in photos at on NYE, as during peak dating season **2263 pictures are added to profiles every minute[3].**

Of all the days, the ultimate surge during this period is on the first Sunday in January, popularly referred to as 'Dating Sunday' - this year occuring on January 7th. Data from Tinder reveals **Tinder users respond on average 19.4 minutes faster than on other Sundays of the year.[4]**

For many singles, this period is the perfect moment to get their Tinder profile ready for whatever the new year's connections may bring - and they're not alone in being ready to get out there. 'Dating Sunday' is the first Sunday of the new year and typically the busiest on dating apps. **On Dating Sunday 2023, the number of messages sent globally was 22% higher and the number of 'Likes' was 18.2% higher compared to the rest of the year.[4]** This year's Dating Sunday is set for 7th Jan.

So how can singletons put their best profile forward ahead of Dating Sunday? **Tinder's Global Relationship Insights Expert, Paul C. Brunson,** has provided his top tips for getting your profile ready for peak dating season:

1. Show the real you

People want to see you for who you are and authenticity is important above all else to young singles. Focus on images that capture your true personality at different times, in different scenarios - from social situations with friends, to a selfie that shows off your smile. The golden rule is to have at least five photos[5], and don't forget to use photo verification. For Tinder users in the 18-25 age group, being photo-verified may increase the number of Tinder matches by 10%[6].

2. More words, more possibilities

Data reveals that the optimal amount of words in a Tinder bio is between 15- 45,[7] and it is important to make these 15-45 words count as research from Tinder shows that more than two in five (45%) of single 18-24 year olds prefer when their potential match is clear about what they want in their dating app bio[8]. During peak season **there are 519 Tinder bios edited a minute**[3]. Remember that the best dates happen when you have time to get to know each other on the app before meeting IRL.

3. Showcase your interests

Common ground can reveal a lot about your compatibility with a potential match - and a simple icebreaker for your first interaction. Your interests are what make you, you and by sharing them you'll be more likely to meet people who match your energy. You can even use one of Tinder's newest features Profile Quiz[9] to check your compatibility with potential Tinder matches through a fun and enlightening quiz about yourself.

4. Express your personality

First impressions are everything and so I suggest you get creative, and personal, with yours! Ask questions you really want to

know the answer to, or light a spark with asking your match about their favourite place to rave, or the name of their pet. You never know what you might learn…

5. Be open about what you're looking for

Be clear with your intentions. Being straightforward and honest about what you are looking for from a match will go a long way. Tinder's Relationship Goals feature, where Tinder users can share what they are looking for in a relationship, reveals that 40% of global Tinder users are looking for a serious relationship, while 13% of users are looking for something more "casual"[5]. So embrace what it is you really want, honesty really is the best policy…

While users prepare for a new year of dating experiences, Tinder has released its first UK brand film as part of "It Starts with A Swipe™" - its global campaign that launched in early 2023. This sees the world's most popular dating app continue to redefine the narrative around dating apps by exploring the possibilities that extend beyond the search for 'the one'. The film can be watched across TV, VOD and Social Media platforms (from 26th December 2023).

---

[1] Tinder's Year in Swipe 2023

[2] Tinder data comparing 8 January 2023 with yearly averages.

[3] Tinder data comparing the period of 1 January to 14 February 2023 with yearly averages.

[4] Internal Tinder data comparing 8 January 2023 with yearly averages.

[5] Tinder's The Future of Dating Report 2023

[6] Internal Tinder data 2023

[7] Tinder Platform data 2023

[8] Research of 1000 18-24 year olds conducted by Opinium July 2023

[9] Tinder Refresh Features 2023

---

https://uk.tinderpressroom.com/2023-12-21-Peak-dating-season-is-coming,-and-heres-how-you-can-make-the-most-of-it,-according-to-Tinder