

Tinder's 10th Anniversary



Tinder turns 10

Top Tinder moments that changed the way the world connects.

2012

Perfect app, perfect place, perfect time

Tinder is launched at a hackathon in Hatch Labs, an incubator owned by IAC, in the U.S., and becomes the go-to destination for young adults, changing how we think of the word "Swipe."

2014

The Swipe™ is a pop culture icon

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

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.

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.

2022

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

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

In just 10 years, there have been **530 million** Tinder downloads and **75+ billion** matches.

<https://uk.tinderpressroom.com/Tinders-10th-Anniversary>