Tinder UK Newsroom

Tinder Unveils Festival Mode, a New Global App Experience for Music Fans

New Feature Connects Music Fans Before They Arrive Onsite at More Than 10 of the Top Music Festivals Throughout 2019



London, May 2, 2019 -- Tinder, the world's leading app for meeting new people, today announces the launch of a new unique in-app user experience, Festival Mode. Users can add a badge to their profile highlighting their planned music festival destination. From there, they have the ability to match and chat with other users attending the same event before they arrive.

This exciting new feature will roll out at some of the largest music festivals within Live Nation's global portfolio, including Parklife, Lovebox, Electric Daisy Carnival (EDC) Las Vegas, Governors Ball, Bonnaroo Music & Arts Festival, Faster Horses, HARD Summer and EDC Orlando, as well as AEG's festivals in the UK and US , including All Points East, British Summer Time, Hangout Fest, and Firefly.

Music festivals unite people around a common passion -- music -- and the app often sees a significant surge in activity throughout each unforgettable weekend. For example, in 2018 Tinder app registrations during Lovebox increased up to 36x and app activity increased by 25% at British Summer Time Festival.

"It's no secret that Tinder is a must-have app for singles attending music festivals around the world. We consistently see a spike in Tinder use as tens of thousands of music fans come together, so we wanted to create a new experience that makes it easier to connect with other concert-goers before even setting foot on festival grounds," said Jenny Campbell, CMO of Tinder. "We've partnered with some of the biggest names in the entertainment and events industry to make that happen, and we couldn't be more excited to help Tinder users find their crowd during these events for the rest of 2019."

Tinder's presence at festivals will be more than digital this year. The app will also be producing activations on the ground for its users to meet up at select events, offering VIP upgrades, complimentary merchandise, shareable photo opportunities and more.

"In an increasingly digitized world, people around the globe are flocking to Live Nation concerts and festivals in droves to experience connection where the emotional intensity is unmatched and the moments are unforgettable," said Maureen Ford, President National & Festival Sales, Live Nation. "Music has a long history of bringing people together, and our partnership with Tinder allows us to bridge the digital and physical worlds to facilitate more meaningful connections between fans in real life."

"From Gulf Shores, Alabama to London, England, we strive to provide the most incredible musical festivals in the world," said Andrew Klein, managing director for the Global Partnerships division of AEG. "By partnering with Tinder this festival season, we're thrilled to offer such a unique service to our dedicated community of music fans."

Festival Mode will begin rolling out on Tinder startingMay 2, 2019 for the participating festivals below. Users will have access to their event-specific badges approximately three weeks prior to the start of each event.

- British Summer Time: 7/5
- All Points East: 5/24
- Lovebox: 7/12
- Parklife: 6/8
- EDC Las Vegas (US): 5/17
- Hangout Music Fest (US): 5/17
- Governors Ball (US): 5/31
- Bonnaroo (US): 6/13
- Firefly (US): 6/21

- Faster Horses (US): 7/19
- Hard Summer (US): 8/3
- EDC Orlando (US): 11/9

About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder was the top grossing non-gaming app globally in 2018.

Additional assets available online: Photos (2)

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