

# Tinder Turns 10




## 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."

### 2013

**The Swipe™ is a pop culture icon**

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

### 2014

**Tinder breaks down barriers to meeting new people**

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

### 2015

**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.

### 2016

**Tinder goes online**

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

### 2017

**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.

### 2018

**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.

### 2019

**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.

### 2020

**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.

### 2021

**Tinder turns 10**

**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://au.tinderpressroom.com/news?item=122530>