

## Tinder turns 10

### Top Tinder moments that changed the way the world connects

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**2012**  
**Perfect app, perfect place, perfect time**  
Tinder is introduced on a college campus in the U.S. and becomes the go-to destination for young people, 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.'

**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.

**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.

**2022**  
**Tinder turns 10**  
**Blind Date launches**  
in Explore and answers Gen Z's call for nostalgia and authentic connections.

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

**In just 10 years,**  
Swipe activity on Tinder has reached 4 billion a day. There have been 500 million downloads and 70+ billion matches since launch.

<https://in.tinderpressroom.com/2022-05-17-Tinder-Turns-10>