

# Tinder turns 10

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

**tinder**

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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  
ONE BILLION CLUB: 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** **Swipe Night: Killer Weekend** launches in Explore with 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.  
Renate Nyborg becomes the **first female CEO** to lead Tinder.

**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.  
**10 YEARS** 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>