

Tinder To Roll Out This Season's Hottest New Venue: Tinder Explore

Singapore, Oct 7, 2021 - Tinder will soon launch a newly-created hub within the app that will host completely new, interactive ways to use Tinder. With Explore, members will have more control over who they meet by giving them the option to navigate through profiles arranged by interest, while also allowing them to access a growing list of exclusive social experiences, such as [Hot Takes](#), [Vibes](#) and [Swipe Night](#) - with many more to follow. Explore represents the biggest update to Tinder since the invention of the original Swipe feature, and in early testing nearly 80% of eligible Tinder members have flocked to try it.

"A new generation of daters is asking for more from us in the post-Covid world: more ways to have fun and interact with others virtually and more control over who they meet on Tinder," said Renate Nyborg, CEO of Tinder. "The upcoming launch of Explore will be a major step in creating a deeper, multi-dimensional, interactive experience for our members that expands the possibilities of Tinder as a platform."

[\[VIEW EXPLORE SIZZLE REEL HERE\]](#)

Explore is a dynamic space that will consistently add new social experiences and will evolve its discovery options so members can find someone new for whatever they're into. At launch, the following options will be available:

Soon Members Will Have More Control Over Who They Meet

Mix It Up, Discover By Interest

In Explore, members can discover potential matches for every mood and activity. Members can find a *snack* in Foodies, someone on their level in Gamers, or a partner to split their headphones with in Music Lovers. Whether they're looking to find a match to march with in Social Causes or to complete their power couple in Entrepreneurs, Explore will provide members the ability to direct their matching experience themselves. New interests will launch on a regular basis so members can find someone new for whatever they're into.

See Only Photo Verified Profiles

Photo Verification, which is the most popular Trust & Safety feature on Tinder, allows members to self-authenticate through a series of real-time posed selfies, which are compared to existing profile photos using human-assisted AI technology. Photo Verified profiles display a blue checkmark and for the first time members can choose to see only Photo Verified profiles through a dedicated space in Explore.

A New Home for Social Experiences

Participation in social experiences on Tinder has made it clear that Gen Z wants more ways to meet someone. Swipe Night, the first social experience Tinder launched, drew crowds of more than 20 million and led to a 26% increase in matches. This success paved the way for more social experiences on Tinder, which have become an incredibly popular way for members to match and interact with new people. Soon Explore will be the home for this growing list of experiences, which includes Vibes, a weekly event that gives members a new way to express their opinions on everything from whether it's normal to wear socks in bed to what's happening in pop culture. As previously announced, the next installation of [Swipe Night](#) will be available in Explore in November.

'Hot Takes' Soon Part of Explore

Hot Takes, a nightly social experience, can soon be joined directly from Explore. Hot Takes gives members the opportunity to chat with someone before they match in a low-stakes quiz on popular culture and opinions. As the timer counts down they'll choose if they want to pair off as a match or let the timer expire to meet someone new. This is the first time members can chat before they match, letting their flirty banter be their first impression. Hot Takes has attracted millions of members since it launched in the US and the UK earlier this Summer and is available daily from 6 p.m. - midnight local time.

Explore and Hot Takes will be launching soon and will be available globally for all members by mid-October.

*Tinder usage data from members in Australia and New Zealand, August 2021

ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 65 billion matches.

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