Tinder Newsroom

Tinder Launches "Events," a New In-App Feature, Bringing Online Sparks Into Real Life

A new in-app Events feature helps singles discover local experiences and see who's interested—making meeting IRL feel more natural, social and fun.

LOS ANGELES, March 16, 2026 - At Tinder's inaugural Product Keynote, the company unveiled Events, a new in-app feature designed to help singles take the spark made online and bring it offline.

Launching first in Los Angeles, Events gives eligible Tinder users access to a dedicated Events tab where they can discover curated, connection-friendly experiences happening across the city this spring. From beach tennis in Santa Monica to trivia nights in West Hollywood, candlelit ceramics in Culver City to sunset sessions in Venice, there's something for every kind of single ready to show up.

Because finding your match is just the beginning. Meeting is what makes it real.

"On Tinder, it starts with a match, but that's never been the end of the story," said **Melissa Hobley, Chief Marketing Officer at Tinder**. "What we're hearing from Gen Z is that they want connection to feel more natural, more social, and less like a formal first date. Events give them something to do together. It takes the pressure off and puts the focus back on shared energy. Tinder is creating real spaces where that spark can actually unfold."

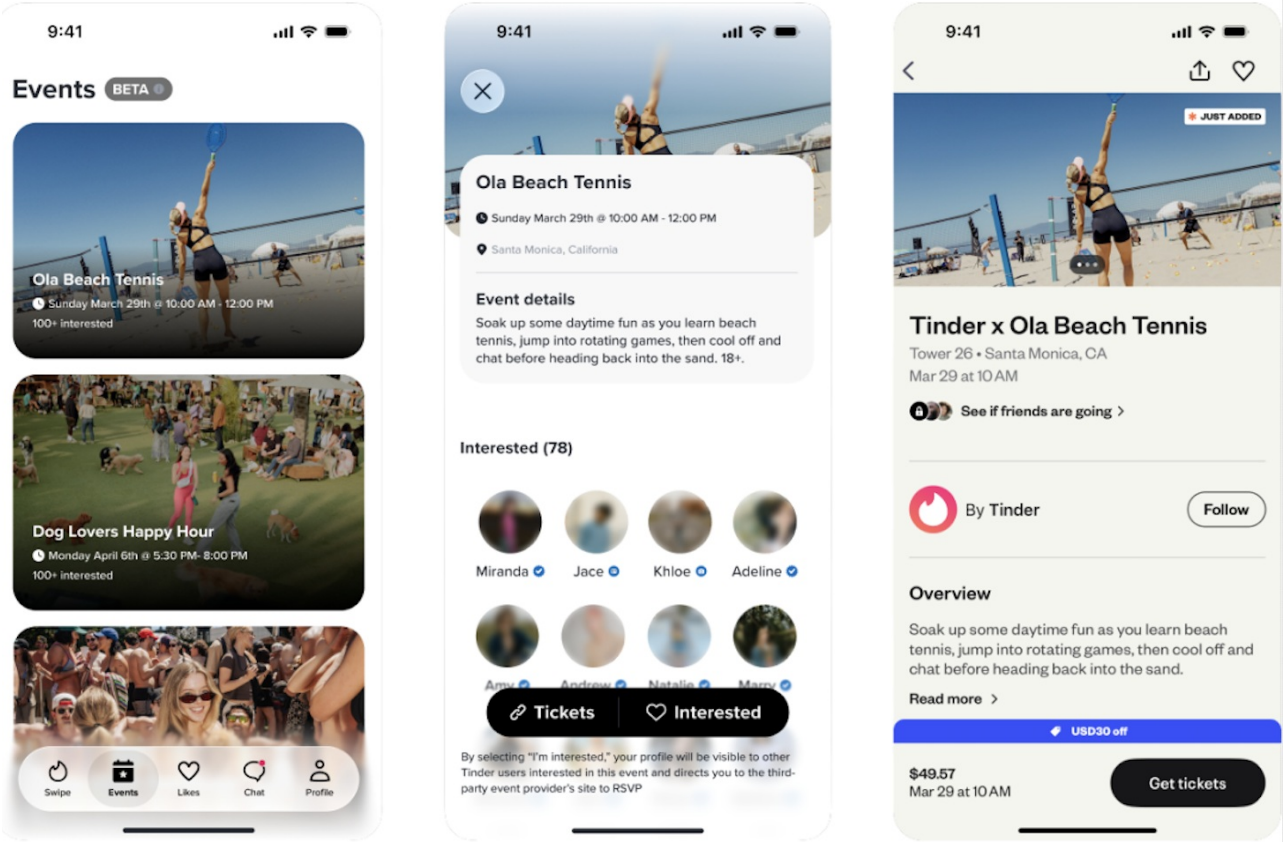
How It Works

- Open the new **Events** tab in the Tinder app
- Browse upcoming local IRL experiences
- Ensure you are Photo Verified to select "Interested" and see who else is interested
- RSVP through the official ticketing partner
- Show up and enjoy the event

Events is built to complement Tinder's core matching experience, creating more ways for connections to come to life beyond the screen.

The launch reflects a broader shift in dating behavior. Offline singles are **2–4× more likely to engage in low-pressure, group-based experiences** than traditional one-on-one dating.[1] Shared activities like live music, social sports, creative workshops and game nights are increasingly where connection flourishes.

With more than 100 billion matches made, Tinder has long been where introductions begin. Events simply give that spark more places to land.



Spring 2026: Los Angeles Event Lineup

The Los Angeles pilot kicks off with a first wave of experiences across the city, developed in collaboration with local venues and event hosts, with additional events rolling out throughout the season and expansion to additional cities planned in upcoming seasons.

HiTops Trivia Night
Hi Tops Bar, 8933 Santa Monica Blvd, West Hollywood
March 23 | 8:00 PM – 10:00 PM | 21+
A high-energy, LGBTQ+ friendly trivia night where teams rotate each round and winners score drink tickets.

Bitter Root Candlelit Ceramics
3609 Hayden Ave, Culver City
March 26 | 7:00 PM – 9:30 PM | 21+
A candlelit ceramics workshop with welcome drinks, light bites, and seat rotations built for mingling.

Ola Beach Tennis
Tower 26, 2525 Ocean Front Walk, Santa Monica
March 29 | 10:00 AM – 12:00 PM | 18+
Intro beach tennis classes with rotating teams and a shaded Tinder lounge between matches.

DogPPL Dog Lovers Happy Hour
3440 Ocean Park Blvd, Santa Monica
April 6 | 5:30 PM – 8:00 PM | 21+
A dog-friendly happy hour featuring a dedicated “Meet Cute” zone and first drink on Tinder.

General Lee’s Mahjong Night
475 Gin Ling Way, Chinatown

April 13 | 7:00 PM – 12:00 AM | 21+
Beginner-friendly lessons followed by rotating tables and high-energy open play.

Sofar Sounds Social
Wu:UM, 671 N Berendo St, East Hollywood
April 16 | 7:30 PM – 10:00 PM | 21+
An intimate live music experience built around shared discovery and connection.

Sunset Sessions at The Penmar
1233 Rose Ave, Venice
April 17 | 6:00 PM – 9:00 PM | 21+
A dedicated singles patio set against live music and golden hour drinks.

LA Skate Hunnies Meet Cute Skate Party
Mar Vista Outdoor Roller Rink, 11399 Palms Blvd
April 23 | 6:00 PM – 9:30 PM | 18+
An LGBTQ+ friendly skate night featuring disco energy, group skate moments and playful mingling.

Chaotic Singles Sapphic Spring Fling
La Lola, 1260 S Figueroa St, Downtown LA
April 24 | 8:00 PM – 11:00 PM | 21+
A rooftop evening for lesbian and sapphic-identifying singles, complete with games and hosted moments.

Coffee & Chill
The Colony, 401 Lincoln Blvd, Venice
April 26 | 11:00 AM – 1:00 PM | 18+
A Sunday wellness hang blending coffee, cold plunging and relaxed connection moments.

Some events are free, while others are ticketed experiences. During the pilot, Tinder is helping offset costs at select events with discounted tickets and added touches like a complimentary drink or curated take-home items.

Events are currently available to eligible users in Los Angeles.

For more information, visit www.tinderpressroom.com.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving 185+ countries and 60+ languages - a scale unmatched by any other app in the category.

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[1]Match Group USA Wave 2 2025 Report.
