

Tinder Expands Events Globally, Bringing More Ways for Singles to Spark Connections IRL

Following a successful Los Angeles pilot, Tinder Events expands to nine new cities across the U.S. and Europe, with 26 markets live by September

LOS ANGELES, July 23, 2026 — Today, Tinder announced the global expansion of Events, its in-app feature designed to help singles turn online sparks into real-life connections.

Building on the successful pilot in Los Angeles, Events is now live in nine additional cities: New York City, Dallas, Denver, Kansas City, and Phoenix in the U.S., and Berlin, Munich, Zurich, and Geneva in Europe, with plans to reach 26 cities by the end of September.

The expansion builds on Tinder's broader evolution to help people connect beyond the screen. As dating continues to evolve, singles, particularly Gen Z, are increasingly seeking connection through shared experiences rather than traditional one-on-one first dates. Events on Tinder is built to address this: bringing people together around activities — from ceramics classes and Sunday brunches to group hikes and fun runs, game nights, live music, and coffee socials — to create a more natural setting for connections to develop.

"Since piloting Events in LA, we've watched a beta feature turn into one of the clearest signals of where dating is heading," said **Mark Kantor, Chief Product Officer at Tinder**. "More than a decade ago, Tinder changed how people meet, and Events is one piece of how we're building the next chapter of that story and shaping what connection looks like for a new generation of daters. Going to an event with friends or meeting around a shared interest makes dating feel less intimidating and more fun, and when people already have something in common, making a real connection becomes more natural. That's exactly the kind of experience that keeps Tinder at the center of how people meet."

During the pilot in Los Angeles, more than 60 events brought Tinder members together offline. These events drew engagement from 66% of all eligible active users in the market since the feature launched in March. Adoption skewed young: 71% of younger Gen Z users (18-24) engaged with Events, compared to 63% of users 25 and older, and more than half of these users (53%) came back for more. The events that resonated most were built around an activity: a 60-person candlelight ceramics class sold out within a day of the event partner promoting it, with demand also running high for DJ nights, creative classes, game nights, hikes, and group runs. Attendees have told us the experience changes how they think about Tinder, that they enjoyed it, and that they'd go again.

How Events Works

Through partnerships with event organizers and event discovery and ticketing platforms, Tinder helps people discover relevant events already happening in their communities. Independent organizers continue to create, manage, and ticket these experiences.

People in eligible cities can access the dedicated **Events** tab directly within the Tinder app, where they can:

- Browse upcoming local experiences
- Mark themselves as **Interested**
- See who else is interested before attending
- RSVP and purchase tickets
- Check in at the event to receive an **Attended** badge on their profile
- Continue connecting after the event by matching with others who shared the experience

Photo Verification is required for full access to the Events experience.

What's Happening Across These Cities

From rooftop yoga in New York City and pickleball socials in Dallas to hiking excursions in Denver, brewery meetups in Kansas City, and dance parties in Phoenix, Events on Tinder offers an ever-growing calendar of local experiences designed to help singles connect naturally through shared interests. The rollout extends into Europe this month, with Berlin, Munich, Zurich, and Geneva joining the map, and more markets planned as Events grows to 26 cities by September.

As Events expands to additional cities globally, Tinder will continue creating more programming opportunities for online sparks to become real-life connections. To stay updated, visit the Events tab on Tinder for upcoming experiences near you.

Data based on internal Tinder product data from the Los Angeles Events pilot, which launched in March 2026. Engagement figures reflect the percentage of Photo Verified active users in the Los Angeles market who engaged with the Events feature. Repeat engagement is measured by week-over-week retention of visits to the Events tab. Gen Z adoption reflects users ages 18-24 compared to users ages 25 and older. All figures reflect Los Angeles market performance only and may not be representative of results in other markets.

ABOUT TINDER:

Tinder is the most fun way to spark something new with someone new. With over 100 billion connections made since launching across 185+ countries and 60+ languages, it's the world's most popular dating app with a scale unmatched by any other app in the category.

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