

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): August 6, 2009



Southwest Airlines Co.

(Exact name of registrant as specified in its charter)

Texas
(State or other jurisdiction
of incorporation)

1-7259
(Commission
File Number)

74-1563240
(I.R.S. Employer
Identification No.)

P. O. Box 36611, Dallas, Texas
(Address of principal executive offices)

75235-1611
(Zip Code)

Registrant's telephone number, including area code: (214) 792-4000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 7.01 Results of Operations and Financial Condition.

On August 6, 2009, the Registrant issued a press release announcing its traffic results for July 2009. The press release is furnished herewith as Exhibit 99.1 and is incorporated by reference into this Item 7.01.

The information furnished in this Item 7.01 shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, regardless of any general incorporation language in such filing, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits:

99.1 Registrant's July 2009 Traffic Release.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SOUTHWEST AIRLINES CO.

August 6, 2009

By /s/ Laura Wright

Laura Wright
Chief Financial Officer
(Principal Financial and
Accounting Officer)

Exhibit Index

Exhibit No.	Description
99.1	Registrant's July 2009 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS JULY TRAFFIC

DALLAS, TEXAS – August 6, 2009-- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 7.2 billion revenue passenger miles (RPMs) in July 2009, a 5.2 percent increase from the 6.9 billion RPMs flown in July 2008. Available seat miles (ASMs) decreased 3.6 percent to 8.7 billion from the July 2008 level of 9.0 billion. The load factor for the month was 83.2 percent, compared to 76.3 percent for the same period last year. For July 2009, passenger revenue per ASM is estimated to have decreased in the five to six percent range as compared to July 2008.

For the seven months ended July 31, 2009, Southwest flew 43.8 billion RPMs, compared to the 44.3 billion RPMs recorded for the same period in 2008, a decrease of 1.1 percent. Available seat miles decreased 3.5 percent to 58.4 billion from the 2008 level of 60.6 billion. The year-to-date load factor was 75.0 percent, compared to 73.1 percent for the same period last year.

This release, as well as past news releases on Southwest, are available online at **southwest.com**.

/more

SOUTHWEST AIRLINES CO.
PRELIMINARY COMPARATIVE TRAFFIC STATISTICS

	JULY		
	2009	2008	CHANGE
Revenue passengers carried	8,076,252	8,067,035	0.1%
Enplaned passengers	9,554,999	9,362,923	2.1%
Revenue passenger miles (000)	7,240,727	6,885,268	5.2%
Available seat miles (000)	8,703,631	9,028,366	(3.6)%
Load factor	83.2%	76.3%	6.9 pts.
Average length of haul	897	854	5.0%
Trips flown	98,761	103,157	(4.3)%

	YEAR-TO-DATE		
	2009	2008	CHANGE
Revenue passengers carried	50,512,112	53,565,198	(5.7)%
Enplaned passengers	59,110,427	61,622,495	(4.1)%
Revenue passenger miles (000)	43,815,835	44,288,968	(1.1)%
Available seat miles (000)	58,428,233	60,556,888	(3.5)%
Load factor	75.0%	73.1%	1.9 pts.
Average length of haul	867	827	4.8%
Trips flown	667,469	701,379	(4.8)%
