

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): November 5, 2009



Southwest Airlines Co.

(Exact name of registrant as specified in its charter)

Texas	1-7259	74-1563240
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)
P. O. Box 36611, Dallas, Texas		75235-1611
(Address of principal executive offices)		(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))
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Item 7.01 Regulation FD Disclosure.

On November 5, 2009, the Registrant issued a press release announcing its traffic results for October 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 October 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.

November 5, 2009

By /s/ Laura Wright

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

Exhibit Index

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

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS OCTOBER TRAFFIC

DALLAS, TEXAS – November 5, 2009 -- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 6.3 billion revenue passenger miles (RPMs) in October 2009, a 1.9 percent increase from the 6.2 billion RPMs flown in October 2008. Available seat miles (ASMs) decreased 9.4 percent to 8.0 billion from the October 2008 level of 8.8 billion. The load factor for the month was 79.2 percent, compared to 70.4 percent for the same period last year. For October 2009, passenger revenue per ASM is estimated to have increased in the one percent range as compared to October 2008.

For the ten months ended October 31, 2009, Southwest flew 62.6 billion RPMs, compared to 62.4 billion RPMs for the same period in 2008, an increase of 0.3 percent. Available seat miles decreased 4.8 percent to 82.5 billion from the 2008 level of 86.6 billion. The year-to-date load factor was 75.9 percent, compared to 72.1 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

	OCTOBER		
	2009	2008	CHANGE
Revenue passengers carried	7,435,140	7,489,319	(0.7)%
Enplaned passengers	8,776,079	8,562,562	2.5%
Revenue passenger miles (000)	6,325,204	6,207,582	1.9%
Available seat miles (000)	7,987,167	8,812,152	(9.4)%
Load factor	79.2%	70.4%	8.8 pts.
Average length of haul	851	829	2.7%
Trips flown	92,670	101,224	(8.5)%

	YEAR-TO-DATE		
	2009	2008	CHANGE
Revenue passengers carried	72,246,591	75,230,495	(4.0)%
Enplaned passengers	84,727,867	86,508,315	(2.1)%
Revenue passenger miles (000)	62,606,891	62,434,092	0.3%
Available seat miles (000)	82,482,784	86,627,709	(4.8)%
Load factor	75.9%	72.1%	3.8 pts.
Average length of haul	867	830	4.5%
Trips flown	945,041	999,983	(5.5)%
