

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): September 8, 2010



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 September 8, 2010, the Registrant issued a press release announcing its traffic results for August 2010. 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 August 2010 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.

September 8, 2010

By /s/ Laura Wright

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

Exhibit Index

Exhibit No.	Description
99.1	Registrant's August 2010 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS AUGUST TRAFFIC

DALLAS, TEXAS – September 8, 2010 -- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 7.1 billion revenue passenger miles (RPMs) in August 2010, a 6.4 percent increase from the RPMs flown in August 2009. Available seat miles (ASMs) increased 3.7 percent to 8.7 billion from the August 2009 level of 8.3 billion. The load factor for the month was 82.3 percent, compared to 80.2 percent for the same period last year. For August 2010, passenger revenue per ASM is estimated to have increased in the 15 to 16 percent range as compared to August 2009.

For the eight months ended August 31, 2010, Southwest flew 52.0 billion RPMs, compared to 50.5 billion RPMs flown for the same period in 2009, an increase of 2.9 percent. Available seat miles decreased 1.8 percent to 65.6 billion from the 2009 level of 66.8 billion. The year-to-date load factor was 79.3 percent, compared to 75.6 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

	AUGUST		
	2010	2009	CHANGE
Revenue passengers carried	7,775,342	7,519,413	3.4%
Enplaned passengers	9,504,071	8,890,924	6.9%
Revenue passenger miles (000)	7,121,411	6,693,859	6.4%
Available seat miles (000)	8,650,648	8,343,899	3.7%
Load factor	82.3%	80.2%	2.1 pts
Average length of haul	916	890	2.9%
Trips flown	97,392	95,405	2.1%

	YEAR-TO-DATE		
	2010	2009	CHANGE
Revenue passengers carried	58,802,307	58,032,738	1.3%
Enplaned passengers	70,753,740	68,001,351	4.0%
Revenue passenger miles (000)	51,976,714	50,509,694	2.9%
Available seat miles (000)	65,565,442	66,772,132	(1.8)%
Load factor	79.3%	75.6%	3.7 pts
Average length of haul	884	870	1.6%
Trips flown	745,171	762,874	(2.3)%
