

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): January 7, 2011



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 2.02 Results of Operations and Financial Condition.

On January 7, 2011, the Registrant issued a press release announcing its traffic results for December 2010. The press release is furnished herewith as Exhibit 99.1 and is incorporated by reference into this Item 2.02.

The information furnished in this Item 2.02 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 December 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.

January 7, 2011

By /s/ Laura Wright

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

Exhibit Index

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

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS DECEMBER TRAFFIC

DALLAS, TEXAS – January 7, 2011 -- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 6.6 billion revenue passenger miles (RPMs) in December 2010, an 11.3 percent increase from the 6.0 billion RPMs flown in December 2009. Available seat miles (ASMs) increased 5.6 percent to 8.3 billion from the December 2009 level of 7.8 billion. The load factor for the month was 80.4 percent, compared to 76.2 percent for the same period last year. For December 2010, passenger revenue per ASM is estimated to have increased approximately five percent as compared to December 2009.

For the fourth quarter 2010, Southwest flew 20.0 billion RPMs, compared to 18.2 billion RPMs flown for the same period in 2009, an increase of 10.1 percent. Available seat miles increased 5.5 percent to 24.8 billion from the fourth quarter 2009 level of 23.5 billion. The fourth quarter 2010 load factor was 80.7 percent, compared to 77.3 percent for the same period last year.

For the year ended December 31, 2010, Southwest flew 78.0 billion RPMs, compared to 74.5 billion RPMs flown for the same period in 2009, an increase of 4.8 percent. Available seat miles increased 0.4 percent to 98.4 billion from the 2009 level of 98.0 billion. The year-to-date load factor was 79.3 percent, compared to 76.0 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

	DECEMBER		
	2010	2009	CHANGE
Revenue passengers carried	7,299,247	7,037,220	3.7%
Enplaned passengers	8,946,340	8,354,947	7.1%
Revenue passenger miles (000s)	6,647,976	5,970,657	11.3%
Available seat miles (000s)	8,270,486	7,832,747	5.6%
Load factor	80.4%	76.2%	4.2 pts.
Average length of haul	911	848	7.4%
Trips flown	92,495	90,784	1.9%

	FOURTH QUARTER		
	2010	2009	CHANGE
Revenue passengers carried	22,461,821	21,498,778	4.5%
Enplaned passengers	27,163,960	25,386,440	7.0%
Revenue passenger miles (000s)	20,005,943	18,175,023	10.1%
Available seat miles (000s)	24,788,095	23,505,932	5.5%
Load factor	80.7%	77.3%	3.4 pts.
Average length of haul	891	845	5.4%
Trips flown	278,137	272,740	2.0%

	TOTAL YEAR		
	2010	2009	CHANGE
Revenue passengers carried	88,201,175	86,310,229	2.2%
Enplaned passengers	106,227,521	101,338,228	4.8%
Revenue passenger miles (000s)	78,046,967	74,456,710	4.8%
Available seat miles (000s)	98,437,092	98,001,550	0.4%
Load factor	79.3%	76.0%	3.3 pts.
Average length of haul	885	863	2.5%
Trips flown	1,114,451	1,125,111	(0.9)%

