

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): March 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 7.01 Regulation FD Disclosure.

On March 7, 2011, the Registrant issued a press release announcing its traffic results for February 2011. 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 February 2011 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.

March 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 February 2011 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS FEBRUARY TRAFFIC

DALLAS, TEXAS – March 7, 2011 -- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 5.6 billion revenue passenger miles (RPMs) in February 2011, a 13.0 percent increase from the 5.0 billion RPMs flown in February 2010. Available seat miles (ASMs) increased 8.6 percent to 7.3 billion from the February 2010 level of 6.8 billion. The load factor for the month was 76.9 percent, compared to 73.9 percent for the same period last year. For February 2011, passenger revenue per ASM is estimated to have increased in the eight to nine percent range compared to February 2010.

For the first two months of 2011, Southwest flew 11.9 billion RPMs, compared to 10.5 billion RPMs flown for the same period in 2010, an increase of 13.1 percent. Available seat miles increased 8.0 percent to 15.5 billion from the 2010 level of 14.4 billion. The year-to-date load factor was 76.4 percent, compared to 72.9 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

	FEBRUARY		
	2011	2010	CHANGE
Revenue passengers carried	6,327,864	5,907,956	7.1%
Enplaned passengers	7,602,255	6,963,295	9.2%
Revenue passenger miles (000)	5,636,641	4,986,254	13.0%
Available seat miles (000)	7,329,163	6,751,455	8.6%
Load factor	76.9%	73.9%	3.0 pts.
Average length of haul	891	844	5.6%
Trips flown	82,477	78,718	4.8%

	YEAR-TO-DATE		
	2011	2010	CHANGE
Revenue passengers carried	13,174,982	12,274,262	7.3%
Enplaned passengers	15,909,574	14,539,308	9.4%
Revenue passenger miles (000)	11,862,882	10,485,341	13.1%
Available seat miles (000)	15,523,328	14,374,030	8.0%
Load factor	76.4%	72.9%	3.5 pts.
Average length of haul	900	854	5.4%
Trips flown	174,495	167,124	4.4%
