

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 5, 2011



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 Regulation FD Disclosure.

On August 5, 2011, the Registrant issued a press release announcing its traffic results for July 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 July 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.

August 5, 2011

By /s/ Laura Wright

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

Exhibit Index

Exhibit No.	Description
99.1	Registrant's July 2011 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS JULY TRAFFIC

DALLAS, TEXAS – August 5, 2011 – Southwest Airlines Co. (NYSE: LUV) today reported July 2011 combined traffic results for Southwest Airlines and AirTran. AirTran became a wholly-owned subsidiary of Southwest Airlines Co. (“the Company”) on May 2, 2011. For purposes of comparability, the Company is providing combined traffic results for Southwest Airlines and AirTran for periods prior to the acquisition date. See the accompanying tables for combined results.

The Company flew 10.0 billion revenue passenger miles (RPMs) in July 2011, compared to 9.5 billion combined RPMs flown in July 2010, an increase of 5.9 percent. Available seat miles (ASMs) increased 6.6 percent to 11.8 billion from the July 2010 combined level of 11.1 billion. The load factor for July 2011 was 85.1 percent, compared to the combined load factor of 85.6 percent in July 2010.

For July 2011, passenger revenue per ASM (PRASM) is estimated to have increased approximately one percent as compared to July 2010’s combined PRASM.

For the first seven months of 2011, the Company flew 61.4 billion combined RPMs, compared to 56.4 billion combined RPMs flown for the same period in 2010, an increase of 8.8 percent. The combined year-to-date ASMs increased 6.5 percent to 75.7 billion in 2011, compared to the combined level of 71.1 billion for the same period in 2010. The combined year-to-date load factor was 81.1 percent, compared to the combined load factor of 79.4 percent for the same period in 2010.

This release, as well as past news releases about Southwest Airlines Co., is available online at **southwest.com**.

/more

SOUTHWEST AIRLINES CO.
PRELIMINARY COMPARATIVE COMBINED TRAFFIC STATISTICS

	JULY		
	2011	2010	CHANGE
Revenue passengers carried	10,126,908	10,090,700	0.4%
Enplaned passengers	12,595,177	12,443,862	1.2%
Revenue passenger miles (000)	10,047,073	9,488,720	5.9%
Available seat miles (000)	11,811,291	11,082,165	6.6%
Load factor	85.1%	85.6%	(0.5) pts.
Average length of haul	992	940	5.5%
Trips flown	125,428	121,593	3.2%

	YEAR-TO-DATE		
	2011	2010	CHANGE
Revenue passengers carried	64,534,316	62,399,279	3.4%
Enplaned passengers	79,348,661	75,742,122	4.8%
Revenue passenger miles (000)	61,408,766	56,434,448	8.8%
Available seat miles (000)	75,713,842	71,097,179	6.5%
Load factor	81.1%	79.4%	1.7 pts.
Average length of haul	952	904	5.3%
Trips flown	821,686	795,735	3.3%
