

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 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 September 7, 2011, the Registrant issued a press release announcing its traffic results for August 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 August 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.

September 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 August 2011 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS AUGUST TRAFFIC

DALLAS, TEXAS – September 7, 2011 – Southwest Airlines Co. (NYSE: LUV) today reported August 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 9.3 billion revenue passenger miles (RPMs) in August 2011, compared to 9.0 billion combined RPMs flown in August 2010, an increase of 3.9 percent. Available seat miles (ASMs) increased 4.2 percent to 11.3 billion from the August 2010 combined level of 10.9 billion. The load factor for August 2011 was 82.6 percent, compared to the combined load factor of 82.8 percent in August 2010. For August 2011, passenger revenue per ASM (PRASM) is estimated to have increased approximately six percent as compared to August 2010’s combined PRASM.

For the first eight months of 2011, the Company flew 70.8 billion combined RPMs, compared to 65.4 billion combined RPMs flown for the same period in 2010, an increase of 8.1 percent. The combined year-to-date ASMs increased 6.2 percent to 87.0 billion in 2011, compared to the combined level of 82.0 billion for the same period in 2010. The combined year-to-date load factor was 81.3 percent, compared to the combined load factor of 79.8 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 TRAFFIC STATISTICS

	AUGUST		
	2011	2010	CHANGE
Revenue passengers carried	9,541,560	9,535,882	0.1%
Enplaned passengers	11,905,099	11,780,709	1.1%
Revenue passenger miles (000)	9,346,553	8,997,354	3.9%
Available seat miles (000)	11,321,267	10,868,865	4.2%
Load factor	82.6%	82.8%	(0.2) pts
Average length of haul	980	944	3.8%
Trips flown	122,046	120,001	1.7%

	YEAR-TO-DATE		
	2011	2010	CHANGE
Revenue passengers carried	74,068,233	71,935,161	3.0%
Enplaned passengers	91,253,760	87,522,831	4.3%
Revenue passenger miles (000)	70,754,870	65,431,802	8.1%
Available seat miles (000)	87,035,109	81,966,045	6.2%
Load factor	81.3%	79.8%	1.5 pts
Average length of haul	955	910	4.9%
Trips flown	943,732	915,736	3.1%
