

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): October 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))
-

Item 2.02 Results of Operations and Financial Condition.

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

October 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 September 2011 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS SEPTEMBER TRAFFIC

DALLAS, TEXAS – October 7, 2011 – Southwest Airlines Co. (NYSE: LUV) today reported September 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 7.9 billion revenue passenger miles (RPMs) in September 2011, compared to 7.5 billion combined RPMs flown in September 2010, an increase of 6.4 percent. Available seat miles (ASMs) increased 3.2 percent to 10.2 billion from the September 2010 combined level of 9.9 billion. The load factor for September 2011 was 77.8 percent, compared to the combined load factor of 75.5 percent in September 2010. For September 2011, passenger revenue per ASM (PRASM) is estimated to have increased approximately 12 percent as compared to September 2010’s combined PRASM.

For the third quarter 2011, the Company flew 27.3 billion RPMs, compared to 25.9 billion combined RPMs flown for the same period in 2010, an increase of 5.3 percent. Third quarter 2011 ASMs increased 4.7 percent to 33.3 billion, compared to the combined level of 31.8 billion for the same period in 2010. The third quarter 2011 load factor was 82.0 percent, compared to the combined load factor of 81.5 percent for the same period in 2010.

For the first nine months of 2011, the Company flew 78.7 billion combined RPMs, compared to 72.9 billion combined RPMs flown for the same period in 2010, an increase of 8.0 percent. The combined year-to-date ASMs increased 5.9 percent to 97.2 billion, compared to the combined level of 91.8 billion for the same period in 2010. The combined year-to-date load factor was 80.9 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

	SEPTEMBER		
	2011	2010	CHANGE
Revenue passengers carried	8,547,211	8,340,000	2.5%
Enplaned passengers	10,509,784	10,122,420	3.8%
Revenue passenger miles (000)	7,929,112	7,451,999	6.4%
Available seat miles (000)	10,185,530	9,868,119	3.2%
Load factor	77.8%	75.5%	2.3 pts.
Average length of haul	928	894	3.8%
Trips flown	112,156	110,493	1.5%

	THIRD QUARTER		
	2011	2010	CHANGE
Revenue passengers carried	28,208,036	27,966,582	0.9%
Enplaned passengers	35,010,060	34,346,991	1.9%
Revenue passenger miles (000)	27,322,289	25,938,073	5.3%
Available seat miles (000)	33,318,088	31,819,149	4.7%
Load factor	82.0%	81.5%	0.5 pts.
Average length of haul	969	927	4.5%
Trips flown	359,630	352,087	2.1%

	YEAR-TO-DATE		
	2011	2010	CHANGE
Revenue passengers carried	82,615,444	80,275,161	2.9%
Enplaned passengers	101,763,544	97,645,251	4.2%
Revenue passenger miles (000)	78,683,982	72,883,801	8.0%
Available seat miles (000)	97,220,639	91,834,163	5.9%
Load factor	80.9%	79.4%	1.5 pts.
Average length of haul	952	908	4.8%
Trips flown	1,055,888	1,026,229	2.9%

