

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 9, 2013



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 7.01 Regulation FD Disclosure.

On September 9, 2013, the Registrant issued a press release announcing its traffic results for August 2013. 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 2013 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 9, 2013

By /s/ Tammy Romo

Tammy Romo
Chief Financial Officer
(Principal Financial and
Accounting Officer)

Exhibit Index

Exhibit No.	Description
99.1	Registrant's August 2013 Traffic Release.



MEDIA: Please call Public Relations (214) 792-4847

CUSTOMERS: Please Call Reservations 800-1 FLY SWA (435-9792)

EN ESPAÑOL: 800-VAMONOS (826-6667)

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS AUGUST TRAFFIC

DALLAS, TEXAS – September 9, 2013 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 9.2 billion revenue passenger miles (RPMs) in August 2013, a 2.0 percent decrease from the 9.4 billion RPMs flown in August 2012. Available seat miles (ASMs) in August 2013 increased 1.4 percent to 11.3 billion from the August 2012 level of 11.1 billion. The August 2013 load factor was 81.3 percent, compared to 84.2 percent in August 2012. For August 2013, passenger revenue per ASM (PRASM) is estimated to have increased approximately four percent compared to August 2012.

For the first eight months of 2013, the Company flew 70.8 billion RPMs, compared to 70.3 billion RPMs flown for the same period in 2012, an increase of 0.8 percent. Year-to-date ASMs increased 1.6 percent to 88.3 billion from the 2012 level of 86.9 billion. The year-to-date load factor was 80.3 percent, compared to 80.9 percent for the same period in 2012.

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		
	2013	2012	CHANGE
Revenue passengers carried	9,106,397	9,736,793	(6.5)%
Enplaned passengers	11,456,302	12,024,197	(4.7)%
Revenue passenger miles (000)	9,169,665	9,356,718	(2.0)%
Available seat miles (000)	11,273,299	11,118,674	1.4 %
Load factor	81.3%	84.2%	(2.9) pts
Average length of haul	1,007	961	4.8 %
Trips flown	112,448	117,128	(4.0)%

	YEAR-TO-DATE		
	2013	2012	CHANGE
Revenue passengers carried	73,026,626	74,372,775	(1.8)%
Enplaned passengers	89,911,483	91,037,516	(1.2)%
Revenue passenger miles (000)	70,833,085	70,291,603	0.8 %
Available seat miles (000)	88,254,623	86,859,929	1.6 %
Load factor	80.3%	80.9%	(0.6) pts
Average length of haul	970	945	2.6 %
Trips flown	891,956	926,934	(3.8)%
