

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, 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 2.02 Results of Operations and Financial Condition.

On October 7, 2013, the Registrant issued a press release announcing its traffic results for September 2013. 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 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.

October 7, 2013

By /s/ Tammy Romo

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

Exhibit Index

Exhibit No.	Description
99.1	Registrant's September 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 SEPTEMBER TRAFFIC

DALLAS, TEXAS – October 7, 2013 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 7.9 billion revenue passenger miles (RPMs) in September 2013, a 1.3 percent increase from the 7.8 billion RPMs flown in September 2012. Available seat miles (ASMs) increased 1.2 percent to 10.2 billion from the September 2012 level of 10.1 billion. The September 2013 load factor was 77.1 percent, compared to 77.0 percent in September 2012. For September 2013, passenger revenue per ASM (PRASM) is estimated to have increased in the seven to eight percent range compared to September 2012.

For the third quarter of 2013, the Company flew 27.0 billion RPMs, compared to 27.2 billion RPMs flown for the same period in 2012, a decrease of 0.6 percent. Third quarter ASMs increased 1.0 percent to 33.4 billion from third quarter 2012 ASMs of 33.1 billion. The third quarter load factor was 80.8 percent, compared to 82.1 percent for the same period in 2012.

For the first nine months of 2013, the Company flew 78.7 billion RPMs, compared to 78.1 billion RPMs flown for the same period in 2012, an increase of 0.8 percent. Year-to-date ASMs increased 1.6 percent to 98.5 billion from 96.9 billion for the same period in 2012. The year-to-date load factor was 79.9 percent, compared to 80.5 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

	SEPTEMBER		
	2013	2012	CHANGE
Revenue passengers carried	8,153,541	8,366,174	(2.5)%
Enplaned passengers	10,124,725	10,240,755	(1.1)%
Revenue passenger miles (000)	7,862,610	7,762,368	1.3 %
Available seat miles (000)	10,202,976	10,083,786	1.2 %
Load factor	77.1%	77.0%	0.1 pts
Average length of haul	964	928	3.9 %
Trips flown	103,141	107,034	(3.6)%

	THIRD QUARTER		
	2013	2012	CHANGE
Revenue passengers carried	27,015,866	28,318,779	(4.6)%
Enplaned passengers	33,792,804	34,913,698	(3.2)%
Revenue passenger miles (000)	27,009,605	27,162,606	(0.6)%
Available seat miles (000)	33,425,087	33,080,233	1.0 %
Load factor	80.8%	82.1%	(1.3) pts
Average length of haul	1000	959	4.3 %
Trips flown	332,991	347,346	(4.1)%

	YEAR-TO-DATE		
	2013	2012	CHANGE
Revenue passengers carried	81,180,167	82,738,949	(1.9)%
Enplaned passengers	100,036,208	101,278,271	(1.2)%
Revenue passenger miles (000)	78,695,853	78,053,971	0.8 %
Available seat miles (000)	98,457,754	96,943,715	1.6 %
Load factor	79.9%	80.5%	(0.6) pts
Average length of haul	969	943	2.8 %
Trips flown	995,097	1,033,968	(3.8)%
