

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): November 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))

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

November 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 October 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 OCTOBER TRAFFIC

DALLAS, TEXAS – November 7, 2013 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 8.6 billion revenue passenger miles (RPMs) in October 2013, a 1.3 percent increase from the 8.5 billion RPMs flown in October 2012. Available seat miles (ASMs) increased 2.4 percent to 10.8 billion from the October 2012 level of 10.5 billion. The October 2013 load factor was 79.9 percent, compared to 80.7 percent in October 2012. For October 2013, passenger revenue per ASM (PRASM) is estimated to have increased in the one to two percent range compared to October 2012.

For the first ten months of 2013, the Company flew 87.3 billion RPMs, compared to 86.6 billion RPMs flown for the same period in 2012, an increase of 0.9 percent. Year-to-date ASMs increased 1.6 percent to 109.2 billion from 107.5 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

	OCTOBER		
	2013	2012	CHANGE
Revenue passengers carried	9,024,564	9,147,369	(1.3)%
Enplaned passengers	11,171,314	11,262,984	(0.8)%
Revenue passenger miles (000)	8,610,484	8,497,347	1.3 %
Available seat miles (000)	10,782,383	10,527,246	2.4 %
Load factor	79.9%	80.7%	(0.8) pts
Average length of haul	954	929	2.7 %
Trips flown	108,462	111,863	(3.0)%

	YEAR-TO-DATE		
	2013	2012	CHANGE
Revenue passengers carried	90,204,731	91,886,318	(1.8)%
Enplaned passengers	111,207,522	112,541,255	(1.2)%
Revenue passenger miles (000)	87,306,337	86,551,318	0.9 %
Available seat miles (000)	109,240,137	107,470,961	1.6 %
Load factor	79.9%	80.5%	(0.6) pts
Average length of haul	968	942	2.8 %
Trips flown	1,103,559	1,145,831	(3.7)%
