

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): January 8, 2014



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 January 8, 2014, the Registrant issued a press release announcing its traffic results for December 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 December 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.

January 8, 2014

By /s/ Tammy Romo

Tammy Romo
*Senior Vice President Finance &
Chief Financial Officer
(Principal Financial and
Accounting Officer)*

Exhibit Index

Exhibit No.	Description
99.1	Registrant's December 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 DECEMBER TRAFFIC

DALLAS, TEXAS – January 8, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 9.0 billion revenue passenger miles (RPMs) in December 2013, a 9.8 percent increase from the 8.2 billion RPMs flown in December 2012. Available seat miles (ASMs) increased 3.4 percent to 10.8 billion from the December 2012 level of 10.5 billion. The December 2013 load factor was 82.8 percent, compared to 78.0 percent in December 2012. For December 2013, passenger revenue per ASM (PRASM) is estimated to have increased in the 14 to 15 percent range compared to December 2012.

For the fourth quarter of 2013, the Company flew 25.7 billion RPMs, compared to 24.8 billion RPMs flown for the same period in 2012, an increase of 3.3 percent. Fourth quarter ASMs increased 2.2 percent to 31.9 billion from fourth quarter 2012 ASMs of 31.2 billion. The fourth quarter load factor was 80.4 percent, compared to 79.6 percent for the same period in 2012.

For the full year of 2013, the Company flew 104.3 billion RPMs, compared to 102.9 billion RPMs flown in full year 2012, an increase of 1.4 percent. Full year 2013 ASMs increased 1.7 percent to 130.3 billion from 128.1 billion for full year 2012. The full year 2013 load factor was 80.1 percent, compared to 80.3 percent for full year 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

	DECEMBER		
	2013	2012	CHANGE
Revenue passengers carried	9,307,789	8,610,383	8.1%
Enplaned passengers	11,487,623	10,645,104	7.9%
Revenue passenger miles (000)	8,975,588	8,174,930	9.8 %
Available seat miles (000)	10,839,912	10,479,165	3.4 %
Load factor	82.8%	78.0%	4.8 pts
Average length of haul	964	949	1.6 %
Trips flown	107,157	108,789	(1.5)%

	FOURTH QUARTER		
	2013	2012	CHANGE
Revenue passengers carried	26,895,809	26,607,560	1.1%
Enplaned passengers	33,118,822	32,699,829	1.3%
Revenue passenger miles (000)	25,652,363	24,821,008	3.3%
Available seat miles (000)	31,886,318	31,193,395	2.2 %
Load factor	80.4%	79.6%	0.8 pts
Average length of haul	954	933	2.3 %
Trips flown	317,688	327,590	(3.0)%

	TOTAL YEAR		
	2013	2012	CHANGE
Revenue passengers carried	108,075,976	109,346,509	(1.2)%
Enplaned passengers	133,155,030	133,978,100	(0.6)%
Revenue passenger miles (000)	104,348,216	102,874,979	1.4 %
Available seat miles (000)	130,344,072	128,137,110	1.7 %
Load factor	80.1%	80.3%	(0.2) pts
Average length of haul	966	941	2.7 %
Trips flown	1,312,785	1,361,558	(3.6)%
