

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): February 6, 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 7.01 Regulation FD Disclosure.

On February 6, 2014, the Registrant issued a press release announcing its traffic results for January 2014. 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 January 2014 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.

February 6, 2014

By /s/ Tammy Romo

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

Exhibit Index

Exhibit No.	Description
99.1	Registrant's January 2014 Traffic Release.



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

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

EN ESPAÑOL: 800-VAMONOS (826-6667)

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS JANUARY TRAFFIC

DALLAS, TEXAS – February 6, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 7.4 billion revenue passenger miles (RPMs) in January 2014, a 2.2 percent increase from the 7.3 billion RPMs flown in January 2013. Available seat miles (ASMs) decreased 2.6 percent to 9.7 billion from the January 2013 level of 10.0 billion. The January 2014 load factor was 76.3 percent, compared to 72.7 percent in January 2013. For January 2014, passenger revenue per ASM (PRASM) is estimated to have increased approximately five percent compared to January 2013. This increase includes one point of estimated PRASM benefit from January 2014's storms.

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

	JANUARY		
	2014	2013	CHANGE
Revenue passengers carried	7,710,498	7,684,827	0.3%
Enplaned passengers	9,466,819	9,428,482	0.4%
Revenue passenger miles (000)	7,413,131	7,254,400	2.2 %
Available seat miles (000)	9,721,435	9,981,741	(2.6) %
Load factor	76.3%	72.7%	3.6 pts
Average length of haul	961	944	1.8 %
Trips flown	97,553	105,317	(7.4)%
