

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): July 9, 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 July 9, 2014, the Registrant issued a press release announcing its traffic results for June 2014. 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 June 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.

July 9, 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 June 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 JUNE TRAFFIC

DALLAS, TEXAS – July 9, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 10.1 billion revenue passenger miles (RPMs) in June 2014, a 2.2 percent increase from the 9.8 billion RPMs flown in June 2013. Available seat miles (ASMs) increased 0.9 percent to 11.7 billion from the June 2013 level of 11.6 billion. The June 2014 load factor was 86.1 percent, compared to 85.0 percent in June 2013. For June 2014, passenger revenue per ASM (PRASM) is estimated to have increased in the seven to eight percent range as compared to June 2013.

For the second quarter of 2014, the Company flew 28.6 billion RPMs, compared to 27.9 billion RPMs flown for the same period in 2013, an increase of 2.4 percent. Second quarter ASMs decreased 0.4 percent to 34.1 billion from second quarter 2013 ASMs of 34.2 billion. The second quarter load factor was 83.9 percent, compared to 81.6 percent for the same period in 2013. The Company currently expects the year-over-year increase in second quarter 2014 PRASM to exceed eight percent as compared to second quarter 2013.

For the first half of 2014, the Company flew 52.7 billion RPMs, compared to 51.7 billion RPMs flown for the same period in 2013, an increase of 2.0 percent. Year-to-date ASMs decreased 0.7 percent to 64.6 billion from 65.0 billion for the same period in 2013. The year-to-date load factor was 81.7 percent, compared to 79.5 percent for the same period in 2013.

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

JUNE			
	2014	2013	Change
Revenue passengers carried	10,068,625	9,909,894	1.6%
Enplaned passengers	12,357,793	12,239,506	1.0%
Revenue passenger miles (000s)	10,066,937	9,846,172	2.2%
Available seat miles (000s)	11,692,896	11,588,034	0.9%
Load factor	86.1%	85.0%	1.1 pts.
Average length of haul	1,000	994	0.6%
Trips flown	109,758	113,989	(3.7)%

SECOND QUARTER			
	2014	2013	Change
Revenue passengers carried	29,155,114	28,960,367	0.7%
Enplaned passengers	35,790,140	35,530,779	0.7%
Revenue passenger miles (000s)	28,589,997	27,929,506	2.4%
Available seat miles (000s)	34,096,212	34,231,243	(0.4)%
Load factor	83.9%	81.6%	2.3 pts.
Average length of haul	981	964	1.8%
Trips flown	327,343	343,592	(4.7)%

YEAR-TO-DATE			
	2014	2013	Change
Revenue passengers carried	54,210,923	54,164,301	0.1%
Enplaned passengers	66,446,721	66,243,404	0.3%
Revenue passenger miles (000s)	52,745,314	51,686,249	2.0%
Available seat miles (000s)	64,570,794	65,032,668	(0.7)%
Load factor	81.7%	79.5%	2.2 pts.
Average length of haul	973	954	2.0%
Trips flown	626,981	662,106	(5.3)%
