

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): August 7, 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 August 7, 2014, the Registrant issued a press release announcing its traffic results for July 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 July 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.

August 7, 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 July 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 JULY TRAFFIC

DALLAS, TEXAS – August 7, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 10.6 billion revenue passenger miles (RPMs) in July 2014, a 6.6 percent increase from the 10.0 billion RPMs flown in July 2013. Available seat miles (ASMs) increased 2.6 percent to 12.3 billion, from the July 2013 level of 11.9 billion. The July 2014 load factor was 86.7 percent, compared to 83.5 percent in July 2013. For July 2014, passenger revenue per ASM (PRASM) is estimated to have increased approximately four percent compared to July 2013.

For the first seven months of 2014, the Company flew 63.4 billion RPMs, compared to 61.7 billion RPMs flown for the same period in 2013, an increase of 2.8 percent. Year-to-date ASMs decreased 0.2 percent to 76.8 billion from 77.0 billion for the same period in 2013. The year-to-date load factor was 82.5 percent, compared to 80.1 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

JULY			
	2014	2013	Change
Revenue passengers carried	10,311,076	9,755,928	5.7%
Enplaned passengers	12,808,749	12,211,777	4.9%
Revenue passenger miles (000s)	10,632,837	9,977,329	6.6%
Available seat miles (000s)	12,259,044	11,948,811	2.6%
Load factor	86.7%	83.5%	3.2 pts.
Average length of haul	1,031	1,023	0.8%
Trips flown	113,099	117,402	(3.7)%

YEAR-TO-DATE			
	2014	2013	Change
Revenue passengers carried	64,521,999	63,920,229	0.9%
Enplaned passengers	79,255,470	78,455,181	1.0%
Revenue passenger miles (000s)	63,378,151	61,663,578	2.8%
Available seat miles (000s)	76,829,838	76,981,479	(0.2)%
Load factor	82.5%	80.1%	2.4 pts.
Average length of haul	982	965	1.8%
Trips flown	740,080	779,508	(5.1)%
