

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): October 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 October 8, 2014, the Registrant issued a press release announcing its traffic results for September 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 September 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.

October 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 September 2014 Traffic Release.

SOUTHWEST AIRLINES REPORTS SEPTEMBER TRAFFIC

DALLAS, TEXAS – October 8, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 8.3 billion revenue passenger miles (RPMs) in September 2014, a 5.1 percent increase from the 7.9 billion RPMs flown in September 2013. Available seat miles (ASMs) increased 0.7 percent to 10.3 billion from the September 2013 level of 10.2 billion. The September 2014 load factor was 80.5 percent, compared to 77.1 percent in September 2013. For September 2014, passenger revenue per ASM (PRASM) is estimated to have increased approximately five percent as compared to September 2013.

For the third quarter of 2014, the Company flew 28.5 billion RPMs, compared to 27.0 billion RPMs flown for the same period in 2013, an increase of 5.6 percent. Third quarter 2014 ASMs increased 1.1 percent to 33.8 billion from third quarter 2013 ASMs of 33.4 billion. The third quarter 2014 load factor was 84.4 percent, compared to 80.8 percent for the same period in 2013.

For the first nine months of 2014, the Company flew 81.3 billion RPMs, compared to 78.7 billion RPMs flown for the same period in 2013, an increase of 3.3 percent. Year-to-date 2014 ASMs decreased 0.1 percent to 98.4 billion from 98.5 billion for the same period in 2013. The year-to-date 2014 load factor was 82.6 percent, compared to 79.9 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

SEPTEMBER			
	2014	2013	Change
Revenue passengers carried	8,638,582	8,153,541	5.9%
Enplaned passengers	10,556,294	10,124,725	4.3%
Revenue passenger miles (000s)	8,267,245	7,862,610	5.1%
Available seat miles (000s)	10,274,379	10,202,976	0.7%
Load factor	80.5%	77.1%	3.4 pts.
Average length of haul	957	964	(0.7)%
Trips flown	99,488	103,141	(3.5)%

THIRD QUARTER			
	2014	2013	Change
Revenue passengers carried	28,391,882	27,015,866	5.1%
Enplaned passengers	35,255,248	33,792,804	4.3%
Revenue passenger miles (000s)	28,522,510	27,009,604	5.6%
Available seat miles (000s)	33,785,824	33,425,087	1.1%
Load factor	84.4%	80.8%	3.6 pts.
Average length of haul	1,005	1,000	0.5%
Trips flown	319,250	332,991	(4.1)%

YEAR-TO-DATE			
	2014	2013	Change
Revenue passengers carried	82,602,805	81,180,167	1.8%
Enplaned passengers	101,701,969	100,036,208	1.7%
Revenue passenger miles (000s)	81,267,824	78,695,853	3.3%
Available seat miles (000s)	98,356,618	98,457,754	(0.1)%
Load factor	82.6%	79.9%	2.7 pts.
Average length of haul	984	969	1.5%
Trips flown	946,231	995,097	(4.9)%

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