

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 11, 2015**



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 11, 2015, the Registrant issued a press release announcing its traffic results for July 2015. 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 2015 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 11, 2015

By /s/ Tammy Romo

Tammy Romo
Executive Vice President & Chief Financial Officer
(Principal Financial and Accounting Officer)

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Registrant's July 2015 Traffic Release.

SOUTHWEST AIRLINES REPORTS JULY TRAFFIC

DALLAS, TEXAS – August 11, 2015 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its July and year-to-date preliminary traffic statistics. The Company flew 11.5 billion revenue passenger miles (RPMs) in July 2015, an 8.2 percent increase from the 10.6 billion RPMs flown in July 2014. Available seat miles (ASMs) increased 7.0 percent to 13.1 billion in July 2015, compared with the July 2014 level of 12.3 billion. The July 2015 load factor was an all-time record 87.7 percent, compared with 86.7 percent in July 2014. Based on these results and current trends, the Company estimates its third quarter 2015 operating revenue per ASM (RASM) will decrease approximately 1.0 percent, compared with third quarter 2014.

For the first seven months of 2015, the Company flew 68.2 billion RPMs, compared with 63.4 billion RPMs flown for the same period in 2014, an increase of 7.6 percent. Year-to-date ASMs increased 6.6 percent to a level of 81.9 billion, compared with the 76.8 billion for the same period in 2014. The year-to-date load factor was 83.3 percent, compared with 82.5 percent for the same period in 2014.

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			
	2015	2014	Change
Revenue passengers carried	11,042,296	10,311,076	7.1%
Enplaned passengers	13,628,493	12,808,749	6.4%
Revenue passenger miles (000s)	11,503,195	10,632,595	8.2%
Available seat miles (000s)	13,120,858	12,259,044	7.0%
Load factor	87.7%	86.7%	1.0 pts.
Average length of haul	1,042	1,031	1.1%
Trips flown	115,017	113,099	1.7%

YEAR-TO-DATE			
	2015	2014	Change
Revenue passengers carried	68,286,034	64,521,999	5.8%
Enplaned passengers	83,397,735	79,255,470	5.2%
Revenue passenger miles (000s)	68,222,442	63,377,909	7.6%
Available seat miles (000s)	81,894,353	76,829,838	6.6%
Load factor	83.3%	82.5%	0.8 pts.
Average length of haul	999	982	1.7%
Trips flown	737,896	740,080	(0.3)%

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