

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): **November 6, 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 November 6, 2015, the Registrant issued a press release announcing its traffic results for October 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 October 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.

November 6, 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 October 2015 Traffic Release.

SOUTHWEST AIRLINES REPORTS OCTOBER TRAFFIC

DALLAS, TEXAS – November 6, 2015 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its October and year-to-date preliminary traffic statistics. The Company flew 10.0 billion revenue passenger miles (RPMs) in October 2015, a 10.8 percent increase from the 9.0 billion RPMs flown in October 2014. Available seat miles (ASMs) increased 7.2 percent to 11.6 billion in October 2015, compared with the October 2014 level of 10.8 billion. The October 2015 load factor was a record for the month of October at 85.9 percent, compared with 83.1 percent in October 2014. Based on these results and current trends, the Company continues to estimate its fourth quarter 2015 operating revenue per ASM (RASM) will increase approximately 1.0 percent, compared with fourth quarter 2014.

For the first ten months of 2015, the Company flew 97.7 billion RPMs, compared with 90.3 billion RPMs flown for the same period in 2014, an increase of 8.3 percent. Year-to-date 2015 ASMs increased 6.9 percent to a level of 116.7 billion, compared with 109.2 billion for the same period in 2014. The year-to-date load factor was 83.7 percent, compared with 82.7 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**.

Cautionary Statement Regarding Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Specific forward-looking statements include, without limitation, statements related to the Company's financial outlook and projected results of operations. These statements involve risks, uncertainties, assumptions, and other factors that are difficult to predict and that could cause actual results to vary materially from those expressed in or indicated by them. Factors include, among others, (i) changes in demand for the Company's services and other changes in consumer behavior; (ii) the Company's ability to timely and effectively maintain the necessary information technology systems and infrastructure to support its operations and initiatives; (iii) the impact of governmental regulations and other governmental actions related to the Company's operations; and (iv) other factors, as described in the Company's filings with the Securities and Exchange Commission, including the detailed factors discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2014.

/more

**Southwest Airlines Co.
Preliminary Comparative Traffic Statistics**

OCTOBER			
	2015	2014	Change
Revenue passengers carried	10,220,937	9,288,089	10.0%
Enplaned passengers	12,527,345	11,500,692	8.9%
Revenue passenger miles (000s)	9,963,747	8,989,543	10.8%
Available seat miles (000s)	11,599,152	10,820,718	7.2%
Load factor	85.9%	83.1%	2.8 pts.
Average length of haul	975	968	0.7%
Trips flown	105,690	104,279	1.4%

YEAR-TO-DATE			
	2015	2014	Change
Revenue passengers carried	98,023,694	91,890,894	6.7%
Enplaned passengers	120,062,490	113,202,661	6.1%
Revenue passenger miles (000s)	97,735,654	90,257,021	8.3%
Available seat miles (000s)	116,732,987	109,177,336	6.9%
Load factor	83.7%	82.7%	1.0 pts.
Average length of haul	997	982	1.5%
Trips flown	1,053,870	1,050,510	0.3%

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