

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 7, 2016**



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 7, 2016, the Registrant issued a press release announcing its traffic results for October 2016. 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 Southwest Airlines October 2016 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 7, 2016

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 2016 Traffic Release.

SOUTHWEST AIRLINES REPORTS OCTOBER TRAFFIC

DALLAS, TEXAS – November 7, 2016 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its October and year-to-date preliminary traffic statistics.

The Company flew 10.5 billion revenue passenger miles (RPMs) in October 2016, an increase of 5.2 percent from the 10.0 billion RPMs flown in October 2015. Available seat miles (ASMs) increased 5.4 percent to 12.2 billion in October 2016, compared with October 2015 ASMs of 11.6 billion. The October 2016 load factor was 85.7 percent, compared with 85.9 percent in October 2015. Based on these results and current trends, the Company continues to expect its fourth quarter 2016 operating revenue per ASM (RASM) to decline in the 4.0 to 5.0 percent range, as compared with fourth quarter 2015.

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 impact of economic conditions, fuel prices, actions of competitors, and other factors beyond the Company's control, on the Company's business; (iii) the Company's ability to timely and effectively maintain the necessary information technology systems and infrastructure to support its operations and initiatives; (iv) the impact of governmental regulations and other governmental actions related to the Company's operations; (v) the impact of labor matters on the Company's business; and (vi) 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, 2015.

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/more

Southwest Airlines Co.
Preliminary Comparative Traffic Statistics

OCTOBER			
	2016	2015	Change
Revenue passengers carried	10,739,011	10,220,937	5.1%
Enplaned passengers	13,014,167	12,527,345	3.9%
Revenue passenger miles (000s)	10,477,910	9,963,747	5.2%
Available seat miles (000s)	12,227,258	11,596,804	5.4%
Load factor	85.7%	85.9%	(0.2) pts.
Average length of haul	976	975	0.1%
Trips flown	109,115	105,690	3.2%

YEAR-TO-DATE			
	2016	2015	Change
Revenue passengers carried	103,452,009	98,023,694	5.5%
Enplaned passengers	125,974,586	120,062,490	4.9%
Revenue passenger miles (000s)	103,909,720	97,735,654	6.3%
Available seat miles (000s)	123,602,199	116,730,638	5.9%
Load factor	84.1%	83.7%	0.4 pts.
Average length of haul	1,004	997	0.7%
Trips flown	1,090,524	1,053,870	3.5%
