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): **April 7, 2017**

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 April 7, 2017, the Registrant issued a press release announcing its traffic results for March 2017. 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 March 2017 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.

April 7, 2017	By	/s/ Tammy Romo
		Tammy Romo *Executive Vice President & Chief Financial Officer* *(Principal Financial and Accounting Officer)*

Exhibit Index

Exhibit No.	Description
99.1	Registrant's March 2017 Traffic Release.

SOUTHWEST AIRLINES REPORTS MARCH TRAFFIC

DALLAS, TEXAS – April 7, 2017 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its March and first quarter preliminary traffic statistics.

The Company flew 11.3 billion revenue passenger miles (RPMs) in March 2017, an increase of 3.9 percent from the 10.9 billion RPMs flown in March 2016. Available seat miles (ASMs) increased 4.5 percent to 13.4 billion in March 2017, compared with March 2016 ASMs of 12.9 billion. The March 2017 load factor was 84.1 percent, compared with 84.6 percent in March 2016. Based on these results, the Company continues to estimate its first quarter 2017 operating revenue per ASM (RASM) will decline in the two to three percent range, as compared with first quarter 2016. Bookings and unit revenue trends for second quarter 2017 remain strong.

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, including specific factors expected to impact the Company's 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 implement, transition, and 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 Company's dependence on third parties; (vi) the impact of labor matters on the Company's business; and (vii) 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, 2016.

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Southwest Airlines Co.
Preliminary Comparative Traffic Statistics

MARCH			
	2017	**2016**	**Change**
Revenue passengers carried	11,293,513	10,944,627	3.2%
Enplaned passengers	13,591,122	13,113,439	3.6%
Revenue passenger miles (000s)	11,300,137	10,875,078	3.9%
Available seat miles (000s)	13,436,867	12,852,734	4.5%
Load factor	84.1%	84.6%	(0.5) pts.
Average length of haul	1,001	994	0.7%
Trips flown	116,196	113,053	2.8%

FIRST QUARTER			
	2017	**2016**	**Change**
Revenue passengers carried	29,538,790	28,603,479	3.3%
Enplaned passengers	35,578,350	34,628,441	2.7%
Revenue passenger miles (000s)	29,340,658	28,408,164	3.3%
Available seat miles (000s)	36,699,870	35,268,149	4.1%
Load factor	79.9%	80.5%	(0.6) pts.
Average length of haul	993	993	—
Trips flown	321,790	314,537	2.3%

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