

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 6, 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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR 240.12b-2).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 2.02 Results of Operations and Financial Condition.

On October 6, 2017, the Registrant issued a press release announcing its traffic results for September 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 September 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.

October 6, 2017

By /s/ Tammy Romo

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

SOUTHWEST AIRLINES REPORTS SEPTEMBER TRAFFIC

DALLAS, TEXAS – October 6, 2017 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its September, third quarter, and year-to-date preliminary traffic statistics.

The Company flew 9.5 billion revenue passenger miles (RPMs) in September 2017, a decrease of 4.5 percent from the 9.9 billion RPMs flown in September 2016. Available seat miles (ASMs) decreased 1.6 percent to 11.6 billion in September 2017, compared with September 2016 ASMs of 11.8 billion. The September 2017 load factor was 81.7 percent, compared with 84.2 percent in September 2016. Based on these results and consistent with guidance furnished in a Form 8-K filed on September 28, 2017, the Company continues to estimate its third quarter 2017 operating revenue per ASM (RASM) to be flat to down one percent, as compared with third quarter 2016.

This release, as well as past news releases about Southwest Airlines Co., is available online at **Southwest.com**.

Investor Contact:

Southwest Airlines Investor Relations
214-792-4415

Media Contact:

Southwest Airlines Media Relations
214-792-4847
www.southwestairlinesinvestorrelations.com

/more

Southwest Airlines Co.
Preliminary Comparative Traffic Statistics

SEPTEMBER			
	2017	2016	Change
Revenue passengers carried	9,892,965	10,148,682	(2.5)%
Enplaned passengers	11,925,104	12,302,964	(3.1)%
Revenue passenger miles (000s)	9,489,624	9,938,610	(4.5)%
Available seat miles (000s)	11,610,795	11,797,272	(1.6)%
Load factor	81.7%	84.2%	(2.5) pts.
Average length of haul	959	979	(2.0)%
Trips flown	104,379	105,535	(1.1)%

THIRD QUARTER			
	2017	2016	Change
Revenue passengers carried	33,029,537	31,768,550	4.0%
Enplaned passengers	40,232,993	38,852,737	3.6%
Revenue passenger miles (000s)	33,128,227	32,315,952	2.5%
Available seat miles (000s)	39,053,164	37,881,510	3.1%
Load factor	84.8%	85.3%	(0.5) pts.
Average length of haul	1,003	1,017	(1.4)%
Trips flown	341,086	332,420	2.6%

YEAR-TO-DATE			
	2017	2016	Change
Revenue passengers carried	96,561,189	92,712,998	4.2%
Enplaned passengers	117,248,334	112,960,419	3.8%
Revenue passenger miles (000s)	96,851,582	93,431,810	3.7%
Available seat miles (000s)	115,924,258	111,374,942	4.1%
Load factor	83.5%	83.9%	(0.4) pts.
Average length of haul	1,003	1,008	(0.5)%
Trips flown	1,010,703	981,409	3.0%
