

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): **February 7, 2018**



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 7.01 Regulation FD Disclosure.

On February 7, 2018, the Registrant issued a press release announcing its traffic results for January 2018. 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 January 2018 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.

February 7, 2018

By: /s/ Tammy Romo

Tammy Romo

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

SOUTHWEST AIRLINES REPORTS JANUARY TRAFFIC

DALLAS, TEXAS – February 7, 2018 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its January preliminary traffic statistics.

The Company flew 9.7 billion revenue passenger miles (RPMs) in January 2018, an increase of 4.0 percent from the 9.4 billion RPMs flown in January 2017. Available seat miles (ASMs) increased 1.9 percent to 12.5 billion in January 2018, compared with January 2017 ASMs of 12.3 billion. The January 2018 load factor was a record for the month of January at 77.8 percent, compared with 76.3 percent in January 2017.

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

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/more

Southwest Airlines Co.
Preliminary Comparative Traffic Statistics

JANUARY			
	2018	2017	Change
Revenue passengers carried	9,999,556	9,381,967	6.6%
Enplaned passengers	11,998,430	11,324,383	6.0%
Revenue passenger miles (000s)	9,726,202	9,352,649	4.0%
Available seat miles (000s)	12,498,380	12,265,438	1.9%
Load factor	77.8%	76.3%	1.5 pts.
Average length of haul	973	997	(2.4)%
Trips flown	110,509	108,437	1.9%
