

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 7, 2010



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))
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Item 2.02 Results of Operations and Financial Condition.

On October 7, 2010, the Registrant issued a press release announcing its traffic results for September 2010. 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 2010 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 7, 2010

By /s/ Laura Wright

Laura Wright
Chief Financial Officer
(Principal Financial and
Accounting Officer)

Exhibit Index

Exhibit No.	Description
99.1	Registrant's September 2010 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS SEPTEMBER TRAFFIC

DALLAS, TEXAS – Oct 7, 2010 -- Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 6.1 billion revenue passenger miles (RPMs) in September 2010, a 5.1 percent increase from the 5.8 billion RPMs flown in September 2009. Available seat miles (ASMs) increased 4.7 percent to 8.1 billion from the September 2009 level of 7.7 billion. The load factor for the month was 75.0 percent, compared to 74.7 percent for the same period last year. For September 2010, passenger revenue per ASM is estimated to have increased approximately eleven percent as compared to September 2009.

For the third quarter 2010, Southwest flew 20.7 billion RPMs, compared to the 19.7 billion RPMs flown for the same period in 2009, an increase of 4.9 percent. Available seat miles increased 3.2 percent to 25.6 billion from the third quarter 2009 level of 24.8 billion. The third quarter 2010 load factor was 80.9 percent, compared to 79.6 percent for the same period last year.

For the nine months ended September 30, 2010, Southwest flew 58.0 billion RPMs, compared to the 56.3 billion RPMs flown for the same period in 2009, an increase of 3.1 percent. Available seat miles decreased 1.1 percent to 73.6 billion from the 2009 level of 74.5 billion. The year-to-date load factor was 78.8 percent, compared to 75.6 percent for the same period last year.

This release, as well as past news releases on Southwest, are available online at southwest.com.

[/more](#)

SOUTHWEST AIRLINES CO.
PRELIMINARY COMPARATIVE TRAFFIC STATISTICS

	SEPTEMBER		
	2010	2009	CHANGE
Revenue passengers carried	6,929,811	6,778,713	2.2%
Enplaned passengers	8,309,821	7,950,437	4.5%
Revenue passenger miles (000)	6,064,311	5,771,993	5.1%
Available seat miles (000)	8,083,556	7,723,485	4.7%
Load factor	75.0%	74.7%	0.3 pts
Average length of haul	875	851	2.8%
Trips flown	91,143	89,497	1.8%

	THIRD QUARTER		
	2010	2009	CHANGE
Revenue passengers carried	22,871,775	22,375,590	2.2%
Enplaned passengers	27,814,896	26,396,360	5.4%
Revenue passenger miles (000)	20,673,082	19,706,579	4.9%
Available seat miles (000)	25,557,692	24,771,016	3.2%
Load factor	80.9%	79.6%	1.3 pts.
Average length of haul	904	881	2.6%
Trips flown	287,200	283,663	1.2%

	YEAR-TO-DATE		
	2010	2009	CHANGE
Revenue passengers carried	65,732,032	64,811,451	1.4%
Enplaned passengers	79,063,561	75,951,788	4.1%
Revenue passenger miles (000)	58,041,024	56,281,687	3.1%
Available seat miles (000)	73,648,997	74,495,618	(1.1)%
Load factor	78.8%	75.6%	3.2 pts.
Average length of haul	883	868	1.7%
Trips flown	836,314	852,371	(1.9)%

