

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): September 7, 2012



Southwest Airlines Co.

(Exact name of registrant as specified in its charter)

Texas
(State or other jurisdiction
of incorporation)

1-7259
(Commission
File Number)

74-1563240
(I.R.S. Employer
Identification No.)

P. O. Box 36611, Dallas, Texas
(Address of principal executive offices)

75235-1611
(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 7.01 Regulation FD Disclosure.

On September 7, 2012, the Registrant issued a press release announcing its traffic results for August 2012. 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 August 2012 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.

September 7, 2012

By /s/ Laura Wright

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

Exhibit Index

Exhibit No.	Description
99.1	Registrant's August 2012 Traffic Release.

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS AUGUST TRAFFIC

DALLAS, TEXAS – September 7, 2012 – Southwest Airlines Co. (NYSE: LUV) today reported August 2012 consolidated traffic results for Southwest Airlines and AirTran. AirTran became a wholly-owned subsidiary of Southwest Airlines Co. (“the Company”) on May 2, 2011. For purposes of comparability, year-to-date 2011 traffic results presented in the accompanying table include the combined results of Southwest Airlines and AirTran for periods prior to the acquisition date.

The Company flew 9.4 billion revenue passenger miles (RPMs) in August 2012, compared to 9.3 billion RPMs flown in August 2011, an increase of 0.1 percent. Available seat miles (ASMs) decreased 1.8 percent to 11.1 billion in August 2012 from 11.3 billion ASMs in August 2011. The August 2012 load factor was 84.2 percent, compared to 82.6 percent in August 2011. For August 2012, passenger revenue per ASM (PRASM) is estimated to have increased in the two to three percent range as compared to August 2011.

For the first eight months of 2012, the Company flew 70.3 billion RPMs, compared to 70.8 billion combined RPMs flown in the same period in 2011, a decrease of 0.7 percent. The year-to-date 2012 ASMs decreased 0.2 percent to 86.9 billion from the combined level of 87.0 billion for the same period in 2011. The year-to-date 2012 load factor was 80.9 percent, compared to the combined load factor of 81.3 percent for the same period in 2011.

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

/more

SOUTHWEST AIRLINES CO.
PRELIMINARY COMPARATIVE TRAFFIC STATISTICS

	AUGUST		
	2012	2011	CHANGE
Revenue passengers carried	9,736,783	9,541,560	2.0%
Enplaned passengers	12,024,292	11,905,099	1.0%
Revenue passenger miles (000)	9,356,724	9,346,104	0.1%
Available seat miles (000)	11,118,682	11,321,267	(1.8)%
Load factor	84.2%	82.6%	1.6pts
Average length of haul	961	980	(1.9)%
Trips flown	117,129	122,046	(4.0)%

	YEAR-TO-DATE		
	2012	2011	CHANGE
Revenue passengers carried	74,372,765	74,068,233	0.4%
Enplaned passengers	91,037,611	91,253,760	(0.2)%
Revenue passenger miles (000)	70,291,608	70,754,869	(0.7)%
Available seat miles (000)	86,859,937	87,035,109	(0.2)%
Load factor	80.9%	81.3%	(0.4)pts
Average length of haul	945	955	(1.0)%
Trips flown	926,935	943,732	(1.8)%
