

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 5, 2012



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 October 5, 2012, the Registrant issued a press release announcing its traffic results for September 2012. 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 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.

October 5, 2012

By /s/ Tammy Romo

Tammy Romo
Chief Financial Officer
(Principal Financial and
Accounting Officer)

Exhibit Index

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

CONTACT: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS SEPTEMBER TRAFFIC

DALLAS, TEXAS – October 5, 2012 – Southwest Airlines Co. (NYSE: LUV) today reported September 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 tables include the combined results of Southwest Airlines and AirTran for periods prior to the acquisition date.

The Company flew 7.8 billion revenue passenger miles (RPMs) in September 2012, compared to 7.9 billion RPMs flown in September 2011, a decrease of 2.1 percent. Available seat miles (ASMs) decreased 1.0 percent to 10.1 billion in September 2012 from 10.2 billion ASMs in September 2011. The September 2012 load factor was 77.0 percent, compared to 77.8 percent in September 2011.

For September 2012, passenger revenue per ASM (PRASM) is estimated to have decreased in the two to three percent range as compared to September 2011. For third quarter 2012, PRASM is estimated to have increased approximately one percent as compared to third quarter 2011.

For the third quarter of 2012, the Company flew 27.2 billion RPMs, compared to 27.3 billion RPMs flown in the same period in 2011, a decrease of 0.6 percent. Third quarter 2012 ASMs decreased 0.7 percent to 33.1 billion from the third quarter 2011 level of 33.3 billion. The third quarter 2012 load factor was 82.1 percent, compared to the load factor of 82.0 percent for the same period in 2011.

For the first nine months of 2012, the Company flew 78.1 billion RPMs, compared to 78.7 billion combined RPMs flown in the same period in 2011, a decrease of 0.8 percent. The year-to-date 2012 ASMs decreased 0.3 percent to 96.9 billion from the combined ASMs of 97.2 for the same period in 2011. The year-to-date 2012 load factor was 80.5 percent, compared to the combined load factor of 80.9 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

	SEPTEMBER		
	2012	2011	CHANGE
Revenue passengers carried	8,366,174	8,547,211	(2.1)%
Enplaned passengers	10,240,755	10,509,784	(2.6)%
Revenue passenger miles (000)	7,762,368	7,929,112	(2.1)%
Available seat miles (000)	10,084,360	10,185,530	(1.0)%
Load factor	77.0%	77.8%	(0.8) pts.
Average length of haul	928	928	-
Trips flown	107,034	112,156	(4.6)%

	THIRD QUARTER		
	2012	2011	CHANGE
Revenue passengers carried	28,318,769	28,208,036	0.4%
Enplaned passengers	34,913,793	35,010,060	(0.3)%
Revenue passenger miles (000)	27,162,612	27,322,289	(0.6)%
Available seat miles (000)	33,080,815	33,318,089	(0.7)%
Load factor	82.1%	82.0%	0.1 pts.
Average length of haul	959	969	(1.0)%
Trips flown	347,347	359,630	(3.4)%

	YEAR-TO-DATE		
	2012	2011	CHANGE
Revenue passengers carried	82,738,939	82,615,444	0.1%
Enplaned passengers	101,278,366	101,763,544	(0.5)%
Revenue passenger miles (000)	78,053,976	78,683,982	(0.8)%
Available seat miles (000)	96,944,297	97,220,639	(0.3)%
Load factor	80.5%	80.9%	(0.4) pts.
Average length of haul	943	952	(0.9)%
Trips flown	1,033,969	1,055,888	(2.1)%
