

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): May 8, 2014



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 7.01 Regulation FD Disclosure.

On May 8, 2014, the Registrant issued a press release announcing its traffic results for April 2014. 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 April 2014 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.

May 8, 2014

By /s/ Tammy Romo

Tammy Romo

Senior Vice President Finance & Chief Financial Officer

(Principal Financial and Accounting Officer)

Exhibit Index

Exhibit No.	Description
99.1	Registrant's April 2014 Traffic Release.



MEDIA: Please call Public Relations (214) 792-4847

CUSTOMERS: Please Call Reservations 800-I FLY SWA (435-9792)

EN ESPAÑOL: 800-VAMONOS (826-6667)

Contact: Investor Relations (214) 792-4415

SOUTHWEST AIRLINES REPORTS APRIL TRAFFIC

DALLAS, TEXAS – May 8, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 9.1 billion revenue passenger miles (RPMs) in April 2014, a 4.4 percent increase from the 8.7 billion RPMs flown in April 2013. Available seat miles (ASMs) decreased 0.6 percent to 11.2 billion, compared to April 2013. The April 2014 load factor was 81.7 percent, compared to 77.8 percent in April 2013. For April 2014, passenger revenue per ASM (PRASM) is estimated to have increased in the seven to eight percent range compared to April 2013.

For the first four months of 2014, the Company flew 33.3 billion RPMs, compared to 32.5 billion RPMs flown for the same period in 2013, an increase of 2.4 percent. Year-to-date ASMs decreased 0.9 percent to 41.6 billion from 42.0 billion for the same period in 2013. The year-to-date load factor was 79.9 percent, compared to 77.3 percent for the same period in 2013.

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

APRIL			
	2014	2013	Change
Revenue passengers carried	9,319,209	9,209,436	1.2%
Enplaned passengers	11,498,724	11,248,762	2.2%
Revenue passenger miles (000s)	9,118,464	8,735,895	4.4%
Available seat miles (000s)	11,167,654	11,233,131	(0.6)%
Load factor	81.7%	77.8%	3.9 pts.
Average length of haul	978	949	3.1%
Trips flown	108,328	113,892	(4.9)%

YEAR-TO-DATE			
	2014	2013	Change
Revenue passengers carried	34,375,018	34,413,370	(0.1)%
Enplaned passengers	42,155,305	41,961,387	0.5%
Revenue passenger miles (000s)	33,273,781	32,492,638	2.4%
Available seat miles (000s)	41,642,236	42,034,555	(0.9)%
Load factor	79.9%	77.3%	2.6 pts.
Average length of haul	968	944	2.5%
Trips flown	407,966	432,406	(5.7)%
