

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): November 10, 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 November 10, 2014, the Registrant issued a press release announcing its traffic results for October 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 October 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.

November 10, 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 October 2014 Traffic Release.

SOUTHWEST AIRLINES REPORTS OCTOBER TRAFFIC

DALLAS, TEXAS – November 10, 2014 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 9.0 billion revenue passenger miles (RPMs) in October 2014, a 4.4 percent increase from the 8.6 billion RPMs flown in October 2013. Available seat miles (ASMs) remained relatively flat compared to the October 2013 level of 10.8 billion. The October 2014 load factor was 83.1 percent, compared to 79.9 percent in October 2013. For October 2014, passenger revenue per ASM (PRASM) is estimated to have increased in the three to four percent range, compared to October 2013.

For the first ten months of 2014, the Company flew 90.3 billion RPMs, compared to 87.3 billion RPMs flown for the same period in 2013, an increase of 3.4 percent. Year-to-date ASMs remained relatively flat compared to the 109.2 billion for the same period in 2013. The year-to-date load factor was 82.7 percent, compared to 79.9 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

OCTOBER			
	2014	2013	Change
Revenue passengers carried	9,288,089	9,024,564	2.9%
Enplaned passengers	11,500,692	11,171,314	2.9%
Revenue passenger miles (000s)	8,989,543	8,610,484	4.4%
Available seat miles (000s)	10,820,718	10,782,383	0.4%
Load factor	83.1%	79.9%	3.2 pts.
Average length of haul	968	954	1.5%
Trips flown	104,279	108,462	(3.9)%

YEAR-TO-DATE			
	2014	2013	Change
Revenue passengers carried	91,890,894	90,204,731	1.9%
Enplaned passengers	113,202,661	111,207,522	1.8%
Revenue passenger miles (000s)	90,257,021	87,306,337	3.4%
Available seat miles (000s)	109,177,336	109,240,137	(0.1)%
Load factor	82.7%	79.9%	2.8 pts.
Average length of haul	982	968	1.4%
Trips flown	1,050,510	1,103,559	(4.8)%

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