

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): **August 8, 2018**



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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR 240.12b-2).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

On August 8, 2018, the Registrant issued a press release announcing its traffic results for July 2018. 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 July 2018 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.

August 8, 2018

By: /s/ Tammy Romo

Tammy Romo
Executive Vice President & Chief Financial Officer
(Principal Financial and Accounting Officer)

SOUTHWEST AIRLINES REPORTS JULY TRAFFIC

DALLAS, TEXAS – August 8, 2018 – Southwest Airlines Co. (NYSE: LUV) (the "Company") today reported its July and year-to-date 2018 preliminary traffic statistics.

The Company flew 12.6 billion revenue passenger miles (RPMs) in July 2018, an increase of 2.1 percent from the 12.4 billion RPMs flown in July 2017. Available seat miles (ASMs) increased 3.2 percent to 14.6 billion in July 2018, compared with July 2017 ASMs of 14.2 billion. The July 2018 load factor was 86.3 percent, compared with 87.3 percent in July 2017.

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

Investor Contact:

Southwest Airlines Investor Relations

214-792-4415

www.southwestairlinesinvestorrelations.com

Media Contact:

Southwest Airlines Media Relations

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/more

Southwest Airlines Co.
Preliminary Comparative Traffic Statistics

JULY			
	2018	2017	Change
Revenue passengers carried	12,195,871	11,927,949	2.2%
Enplaned passengers	14,961,408	14,650,994	2.1%
Revenue passenger miles (000s)	12,616,766	12,361,968	2.1%
Available seat miles (000s)	14,616,580	14,161,204	3.2%
Load factor	86.3%	87.3%	(1.0) pts.
Average length of haul	1,035	1,036	(0.1)%
Trips flown	122,030	120,870	1.0%

YEAR-TO-DATE			
	2018	2017	Change
Revenue passengers carried	78,793,624	75,459,601	4.4%
Enplaned passengers	95,435,383	91,666,335	4.1%
Revenue passenger miles (000s)	78,198,798	76,085,322	2.8%
Available seat miles (000s)	93,475,330	91,032,299	2.7%
Load factor	83.7%	83.6%	0.1 pts.
Average length of haul	992	1,008	(1.6)%
Trips flown	802,174	790,487	1.5%
