

A Letter from Bob Jordan, Chief Executive Officer

I hope 2022 ushers in a new year of promise and brings even more opportunities to gather with those you cherish most. All of us at Southwest Airlines thrive on making those moments happen—whether it’s reconnecting families, getting you to a much-needed vacation, or taking you to that important business meeting. We appreciate the time you share with us, and we are committed to showing you our Hospitality every step of the way.

For me, this is a season of gratitude and anticipation. After more than 30 years at Southwest, I have the privilege of stepping into the role of CEO on February 1. When I started at Southwest in 1988 as a programmer, I never dreamed this could be possible, but at Southwest Airlines, all things are possible. It’s an honor to serve you and our People; I’m humbled by the opportunity, ready for the job, and excited about what’s ahead for our great Company.

So much has changed during my more than three decades with Southwest – from plastic boarding passes to paper tickets to putting flight information in the palm of your hands. Across every chapter, our longstanding commitment to making your travel experience easier is steadfast. As technology continues to evolve, we’re dedicated to modernizing your Customer Experience without losing sight of what’s served us so well for the past 50 years: offering a low-cost, high-quality travel experience, when and where you want to fly; ensuring operational reliability; and delivering unique, unrivaled Hospitality.

And you’ll see our Heart everywhere you look, not just at 35,000 feet. We are dedicated to “doing well by doing good” through our commitment to building a diverse and inclusive workforce that reflects the Customers we serve, and by developing tangible steps toward an environmental sustainability goal that achieves carbon neutrality by 2050. We champion causes that matter most, because we’re more than an airline; we’re your neighbors, and some of our most important work is done on the ground.

We celebrated the 50th Anniversary of our first flight last June, a bright moment in the midst of this pandemic for all of us to reflect on decades of delivering friendly, reliable, and affordable air travel to hundreds of millions of people. And as we enter a new year, each one of us is dedicated to taking care of you, helping you get to those you love most, and demonstrating courage, resilience, and above all, our Heart.

On behalf of our Southwest Family, thanks for entrusting and choosing us for your travel needs—in the past, in the present, and in the promising future ahead of us all. Hope to see you onboard very soon.

Warm wishes,

Bob Jordan
Chief Executive Officer

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ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline (fn. 1). By empowering its more than 73,000 (fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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