

Southwest Debuts New Ad Celebrating Assigned Seating Ahead of Sunday's Big Game

Southwest Airlines will stream a new national ad spot on Peacock during the Big Game, as well as on broadcast and local cable channels in six markets, including Dallas, Austin, San Diego, Chicago, Denver, and Honolulu. The new ad titled “Boarding Royale” celebrates the airline’s new assigned seating model while clapping back to the days of open seating. Viewers will recognize the self-aware humor that Southwest is known for.

While open seating played a huge role in Southwest’s history and helped it grow from a regional carrier into one of the largest airlines in America, the new assigned seating policy positions the airline for the future and addresses Customers' needs. Southwest’s bold personality and humor have always been unique in the industry, and no matter the seat configuration, the legendary Hospitality that Customers expect at Southwest remains.

Credits: Southwest Airlines, GSD&M, Spark, O Positive, Directed by Brian Billow

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 119 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

Media Contacts:

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