

Now Launching Rapid Rewards Points Subscription Plan

Southwest Airlines has recently strengthened our existing partnership with [Points.com](https://www.points.com) to introduce the Rapid Rewards® Points Subscription Plan. Southwest is one of the first carriers to leverage the latest addition to Points.com's product and services offering, Subscription, which enables Members to easily build towards their reward goals. The introduction of this new option is a first for our Rapid Rewards program.

Members can choose between three different [subscription plans](#) enabling them to build a balance of either 30k, 40k or, 80k points over 12 months. Once Members choose a plan, their Rapid Rewards points will then automatically be deposited into their account monthly, with quarterly bonus points awarded along the way.

The [Rapid Rewards](#) program is designed around a simple concept—make earning reward flights faster and easier. That is why Southwest is excited to offer this added flexibility to our Rapid Rewards program as well as to add a new way for our Members to reach their travel goals with the Rapid Rewards Points Subscription Plan.

With Rapid Rewards, Members qualify for unlimited reward seats for every available seat, no blackout dates, and points do not expire. Members can access their account by going to My Account> Rapid Rewards> Rapid Rewards points and more.

To enroll in Rapid Rewards, visit Southwest.com/RapidRewards. For more information on how Points.com can help loyalty programs unlock their full potential, visit [Points.com](https://www.points.com).

