Southwest Airlines Launches New Groups Booking and Travel Management Experience

DALLAS—March 31, 2025—Southwest Airlines Co. (NYSE: LUV) today unveiled Southwest Groups, a redefined booking and travel management tool for travel decision makers specializing in group travel. Southwest Groups aims to simplify complex and time-consuming processes by empowering the travel arranger with self-service tools to shop, book, place deposits, manage reservations including name changes, and download robust reporting dashboards.

“Southwest Groups brings a new level of digital Hospitality and efficiencies to the industry in ways that have never been available to Southwest Customers,” said Aileen Furlong, Vice President of Sales at Southwest Airlines®. “Enhanced workflows empower travel managers to easily book and manage group travel, quickly access duty of care reporting, and minimize time spent focusing on administrative tasks, enabling them to spend more time supporting their travelers as they travel to and from meetings and special events.”

Created in partnership with Infiniti Software Solutions and Slalom, Southwest Groups complements Southwest’s suite of B2B tools and services, including Southwest Meetings, which gives meeting planners the ability to manage meeting travel agreements with the airline. Both products are available within Southwest Business Assist®, the airline’s self-service portal for businesses, which houses everything a travel manager needs to manage their travel program with Southwest.

Visit Southwest.com/aboutbusiness to learn more, including how Southwest Business can be your organization’s trusted business travel advisor.

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 120 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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