

Southwest Airlines Announces Winter Holiday Sale

DALLAS — [Southwest Airlines Co.](#) (NYSE: LUV) launched a 10-day flash sale today through Nov. 5, 2020, 11:59 p.m., Central Time, with fares starting as low as \$49 one-way. From the mountains to the beach, Customers can look forward to booking their perfect winter wonderland get away for the holiday season.

Customers can hit the slopes this winter at one of their favorite skiing destinations. There are plenty of fantastic destinations to choose from such as Steamboat Springs (Hayden) CO (starting Dec. 19, 2020); Montrose (Telluride), CO (starting Dec. 19, 2020); Denver, CO; or Reno/Tahoe, NV. No matter what Customers choose, they are in for snow much fun!

Ready to shell-ebrate the holidays by the beach instead? Customers may choose from one of our fun-in-the-sun destinations such as San Diego, CA; Ft. Myers, FL; Panama City Beach, FL; Pensacola, FL; or Tampa, FL.

Seats, days, and markets are limited. Blackout dates and advance purchase requirements apply. See a full list of fares, fare rules, and terms and conditions at [Southwest.com](#). Examples of one-way low fares include:

- As low as \$49 one-way nonstop between Houston (Hobby) and Pensacola,
- As low as \$49 one-way nonstop between Miami and Tampa,
- As low as \$49 one-way nonstop between Oakland and Reno,
- As low as \$59 one-way nonstop between Montrose (Telluride) and Denver, and
- As low as \$59 one-way nonstop between Baltimore/Washington and Charleston.

Where do you wanna holiday?

*Seats/days/mkts lmt'd; restr. & blackout dates apply.
21-day adv. purch. Book by 11/5.

SOUTHWEST AIRLINES SALE FARE RULES

A 21-day advance purchase is required. Purchase today through Nov. 5, 2020, 11:59 p.m. Central Time. Continental U.S. travel valid Nov. 17, 2020, through March 4, 2021. Continental U.S. travel blacked out Nov. 28, 2020, through Nov. 30, 2020, Dec. 18, 2020, through Dec. 19, 2020, Dec. 23, 2020, Dec. 26, 2020, through Dec. 27, 2020, and Jan. 2, 2021, through Jan. 3, 2021. Except as otherwise specified, continental U.S. travel is not valid on Fridays and Sundays. Travel to Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Montrose, CO, Steamboat Springs/Hayden, CO, and Las Vegas and from Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Montrose, CO, and Steamboat Springs/Hayden, CO to Las Vegas is valid only on Sundays through Wednesdays. Travel from Ft. Myers/Naples, Ft.

Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Steamboat Springs/Hayden, CO, Montrose, CO, and Las Vegas and from Las Vegas to Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Montrose, CO, and Steamboat Springs/Hayden, CO is valid only on Tuesdays through Fridays. Fares valid on nonstop service where indicated; if not indicated, fares are valid on single connecting service. Displayed prices include all U.S. and international government taxes and fees. Point bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight. Fares not available to/from continental U.S. to/from Hawaii. Seats and days are limited. Fares may vary by destination, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Travel is available for one-way Wanna Get Away® fares. Fares may be combined with other Southwest Airlines® combinable fares. If combining with other fares, the most restrictive fare's rules apply. Sale fares may be available on other days of week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines, as long as reservations are canceled at least ten minutes prior to the scheduled departure. Failure to cancel prior to departure will result in forfeiture of remaining funds on the reservation. Any change in itinerary may result in an increase in fare. Standby travel may require an upgrade to the Anytime fare depending on Rapid Rewards® tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service to a Customer base topping 130 million passengers in 2019. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In early 2020, the carrier added service to Hilo, Hawaii, and Cozumel, Mexico. Southwest will begin service to Palm Springs, California and Miami on Nov. 15, as well as two new seasonal destinations in Colorado, Steamboat Springs and Montrose (Telluride) on Dec. 19, 2020. New service in the first half of 2021 will bring Southwest to Chicago (O'Hare), Houston (Bush Intercontinental), Colorado Springs, Savannah, and Jackson, Miss.

The carrier issued its [Southwest® Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees wellbeing and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, face covering requirements for Customers and Employees, and capping the number of passengers on every flight to allow middle seats to remain open through Nov. 30, 2020. Additional details about the Southwest Promise are available at [Southwest.com/Promise](#).

Southwest coined [Transfarency](#)® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

Book Southwest Airlines' low fares online at [Southwest.com](https://www.southwest.com) or by phone at 800-I-FLY-SWA.

Media Contacts:

Visit the Southwest Newsroom at [swamedia.com](https://www.swamedia.com) for multi-media assets and other Company news.

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ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://www.southwest.com) 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](https://www.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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