

Southwest Airlines Named “Best Airline For Families” in Money’s List of 2023 Travel Awards

DALLAS – Southwest Airlines Co. (NYSE: LUV) was named [Best Airline for Families](#) on MONEY's 2023 Travel Awards list. MONEY recognized Southwest Airlines® for its Family Boarding process, two free checked bags,¹ no change² or cancellation³ fees, and creating a flexible travel experience at a low cost. Southwest Customers also enjoy family-friendly content for free on the Inflight Entertainment Portal.⁴

"Families on the go turn to Southwest for more than our low fares and flexible policies," said [Jonathan Clarkson](#), Vice President of Marketing at Southwest Airlines. "We know families traveling together are looking for a comfortable and smooth travel experience, and our People take great pride in delivering their legendary Hospitality every step of the way."

MONEY's Best Airlines List assessed 10 major U.S. based carriers utilizing various criteria from multiple data resources to evaluate customer satisfaction with an airline's network size, rewards programs, and policies.

For more information on Southwest's flexible policies, visit [Southwest.com](#).

1. First and second checked bags; weight and size limits apply.
2. If a Customer needs to change an upcoming flight itinerary, they'll only pay the cost in fare difference.
3. Failure to cancel a reservation at least 10 minutes prior to scheduled departure may result in forfeited flight credits.
4. Where available. Available only on WiFi-enabled aircraft. Limited-time offer.

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 11 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 airline⁵. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its more than 71,000⁶ People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 126 million Customers carried in 2022. That formula for success brought industry-leading prosperity and 47 consecutive years⁷ of profitability for Southwest Shareholders (NYSE: LUV). 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. As the airline with Heart, Southwest has set a goal to work toward achieving net zero carbon emissions by 2050. Southwest has also set near-term targets and a four-pillar strategy to achieve its environmental goals. Learn more by visiting Southwest.com/planet.

5. U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded

6. Fulltime-equivalent active Employees

7. 1973-2019 annual profitability

Media Contacts:

Visit the Southwest Newsroom at swamedia.com for multimedia assets and other Company news.

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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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