

Southwest Let the Good Times Fly this Mardi Gras Season

Today is Mardi Gras, and as a Company that employs nearly 200 Employees in New Orleans and with Louisiana fans across our Network, we decided to party with Customers on a flight route from Dallas Love Field to New Orleans before they hit the parade route!

Dallas Celebration



We had some fun before boarding the flight with Mardi Gras Bingo in the gate area, where the

winner was surprised with a year's worth of Community Coffee, the beloved coffee brand of Louisiana, and our inflight coffee partner. Customers danced their way down a decorated jet bridge to Mardi Gras music and received beads and masks before boarding the flight. A Southwest Pilot even donned a mask for a quick photo before takeoff. Once at altitude, we offered a free drink for all Customers to kick off the weekend.

New Orleans Celebration





The real excitement came when Customers began to deplane and were greeted with a second line, brass band, and Community Coffee gift bags featuring Mardi Gras King Cake specialty coffee, welcoming them to New Orleans to celebrate Mardi Gras!

As the airline with Heart, we always strive to give our Passengers a little lagniappe or “something extra” when they fly with us.