

# More Heart for Hawaii: Ohana Rewards Gets Even Better for Interisland Travel

For nearly eight years, Southwest® has been honored to serve the People of Hawaii—connecting islands, reunions, everyday moments, and meaningful milestones. As we celebrate another year of interisland service, we're deepening that commitment with new benefits designed especially for Hawaii residents through our Ohana Rewards program.

Because when travel is part of daily life, it should be easier, more rewarding, and filled with aloha.

## Fly Four. Earn One. And Go Even Farther

Starting today, Members of Ohana Rewards can earn a minimum of 1,000 Rapid Rewards® points for every one-way interisland flight. Even better? One-way interisland flights can be booked for as few as 4,000 Rapid Rewards points.

That means after just four one-way interisland flights, Members earn enough points to redeem their next trip. It's a simple idea with a powerful payoff—more flexibility, more value, and more opportunities to get where life takes you across the Islands.

"With up to 50 interisland flights a day, our service brings more convenient connections between the People of Hawaii and the experiences that matter most to them," said Tony Roach, EVP Chief Customer & Brand Officer.

## Built for Island Life

In addition to the new Fly Four, Earn One benefit, Ohana Rewards Members enjoy:

- Two free checked bags on all interisland flights, including sports equipment (weight and size limits apply)
- Quarterly interisland discount promo codes, including:
  - 10% off interisland cash bookings for Rapid Rewards Members
  - 20% off interisland cash bookings for Rapid Rewards Credit Cardmembers
  - Or up to 25% off interisland points bookings
- No blackout dates on reward flights
- Perks for up to eight passengers traveling on the same reservation

Ohana Rewards is free for all Rapid Rewards Members who live in Hawaii. And Rapid Rewards is free to join, too—unlocking added perks like free WiFi thanks to T-Mobile® and access to tier benefits.

## Showing Up for Hawaii—For the Long Term

Since thoughtfully entering the Hawaii market in 2019, Southwest has focused on more than flights. We've committed to building real relationships across the Islands—hiring locally, partnering locally, and supporting the organizations that make communities stronger.

To date, Southwest has given more than \$6 million to over 75 nonprofits and organizations across Hawaii, supporting causes like AccesSurf, Boys & Girls Clubs of Hawaii, Shriner's Hospitals for Children, the Filipino Community Center, and many others.

More than 700 Southwest Employees live and work in Hawaii today—many of whom grew up in the Islands and returned home to serve their communities with Southwest Hospitality infused with aloha. That commitment was recognized when HONOLULU Magazine named Southwest Best Airline for the second consecutive year.

## Connecting the Islands—and Beyond

Southwest proudly serves Hawaii through airport operations in Honolulu (Oahu), Lihue (Kauai), Kahului (Maui), Kona (Hawaii Island), and Hilo (Hawaii Island), offering nearly 90 flights a day that touch the Islands. We also connect Hawaii to the mainland with nonstop service to eight gateway cities—and we're continuing to grow.

That includes recently announced nonstop daily service between Honolulu and Ontario, California beginning in June 2026, along with new routes connecting Honolulu and Burbank and Las Vegas and Hilo starting in August 2026.

Each new route extends our Heart for Hawaii—and our promise to serve Island communities with dependability, warmth, and care.

Learn more about Ohana Rewards and Southwest's relationship with Hawaii at [Southwest.com/aloha](https://southwest.com/aloha).

### ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://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://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

Media Contacts:

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

###