

Southwest Airlines Ranks First in Customer Satisfaction by J.D. Power!

I'm so proud to share Southwest Airlines has once again been recognized for our unwavering Customer commitment in the [J.D. Power 2024 North America Airline Satisfaction Study](#)¹. For the third consecutive year, Southwest has received top honors and been named the leader in Economy Class Customer Satisfaction.



This study measures passenger satisfaction among North American carriers based on performance across seven core dimensions of customer experience. Southwest scored the highest in all seven study dimensions, including: Day of Travel Pre/Post-Flight Experience, On-Board Experience, Ease of Travel with Airline, Digital Tools, Value for Price Paid, Level of Trust with Airline, and Airline Staff

We're proud of this recognition. This ranking underscores our commitment to you, our Customers. Our product offerings, unrivaled flexibility, and world-class Hospitality give you more value for your money.

This recognition is also a true testament to our Employees who deliver their Legendary Customer Service and warm Hospitality to our Passengers every day. Congrats to all on this impressive achievement!

¹ For J.D. Power 2024 award information, visit jdpower.com/awards.