

Southwest Airlines Launches New Year Getaway Sale with One-Way Fares as Low as \$49 and Other Travel Deals

New Year, new travel bucket list. **Southwest Airlines Co.** is ready to help cure Customers' post-holiday blues by offering its Week of WOW sale to help get the next vacation planned.

Southwest is offering one-way fares as low as \$49 for winter and spring travel¹, along with deals on points, cruises, car rentals, hotels, and vacation packages.

"We're excited to support our Customers who are ready to plan their next adventure by offering exclusive travel deals across our air, car, hotel and vacation packages," said Jennifer Bridie, Vice President Marketing at Southwest Airlines. "Of course, all of our deals come with the unique flexibility and value that our Customers love. This week, we're making trip planning that much easier to jumpstart the new year."

Daily Travel Deals

Customers can shop for daily travel deals on cruises, cars, hotels, and vacation packages. Visit **Southwest.com** to view all offers.

- **Cruises:** Customers can earn double Rapid Rewards® points when they book an eligible Southwest Cruise.²
- **Rental Cars:** Customers can save up to 30% on Budget rental cars and earn 2X Rapid Rewards points on qualifying rentals of two to four days and 3X Rapid Rewards points on qualifying rentals of five or more days.³
- **Hotels:** Customers can earn or save up to 3,000 additional Rapid Rewards points on their hotel stay.⁴
- **Vacations:** Customers can save up to \$500 on vacation packages by bundling Flight + Hotel.⁵

Visit [Southwest.com](https://www.southwest.com)® for the full list of offers.

TERMS & CONDITIONS

1. 21-day advance purchase required. Purchase from Jan. 7 through Jan. 9, 2025 11:59 p.m. Pacific Time. Continental U.S. and interisland Hawaii travel valid Jan. 28 through May 7, 2025. Mainland to/from Hawaii, international, and San Juan, Puerto Rico travel valid Jan. 28 through May 22, 2025. Travel continental U.S. to Hawaii, international, and San Juan, Puerto Rico blacked out Feb. 13 through Feb. 16, 2025 and March 7 through April 19, 2025. Travel continental U.S. from Hawaii, international, and San Juan, Puerto Rico blacked out Feb. 21 through Feb. 23, 2025 and March 14 through April 27, 2025. Except as otherwise specified, continental U.S. travel is valid Tuesdays and Wednesdays. Travel continental U.S. to Hawaii and international is valid Sundays, Mondays, Tuesdays, and Wednesdays. Travel continental U.S. from Hawaii and international is valid Tuesdays, Wednesdays, Thursdays, and Fridays. Interisland Hawaii travel is valid Tuesdays and Wednesdays. Travel to/from San Juan, Puerto Rico is valid Mondays, Tuesdays, Wednesdays, and Thursdays. 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. **Points bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight.** Seats, days, and markets are limited. Fares may vary by destination, flight, and day of the 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. Advertised fares may be available on other days of the 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 10 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 a fare upgrade depending on fare purchased and Rapid Rewards® tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.
2. Book your cruise through the Southwest Cruises program between Jan. 7 and Jan. 31, 2025, and you'll earn 1 bonus point per eligible \$1 spent for a total of 2 points per eligible \$1 spent on your cruise purchase price when combined with the base points offer. Valid on select sailings departing on or before Dec. 31, 2025. The actual number of points that will be earned by a Member will be based upon the total cruise purchase price excluding port charges, port expenses, taxes, and travel protection. A valid Rapid Rewards® number must be provided prior to embarkation in order for points offer to be fulfilled. Points are posted to Member's accounts 6-8 weeks after the cruise has been completed. Points are per stateroom and are awarded to only one passenger per cruise booking. Cruises must be paid in U.S. currency. All Rapid Rewards® rules and regulations apply and can be found at **Southwest.com/rterms**.
3. Valid at participating airport locations in the US for qualifying rentals that are booked between Jan. 7 through Jan. 13, 2025. Rental must be completed by Feb. 28, 2025. All Rapid Rewards® rules and regulations apply and can be found at **Southwest.com/rterms**.
4. Book Jan. 7 through Jan. 13, 2025. Minimum 3-night stay required. Terms apply. All Rapid Rewards® rules and regulations apply and can be found at **Southwest.com/rterms**.
5. Restrictions, exclusions, and blackout dates may apply. One-day advance purchase required. Book by Feb. 10, 2025. Promo code applied at checkout.

[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 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

Media Contacts:

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