

# Southwest's Alaska Adventure Begins with Inaugural Service to Anchorage

There's a new dot on Southwest's map—and it comes with glaciers, wildlife, and mountain views. On May 15, the airline launched service to Alaska with twice daily nonstop flights to Anchorage from Denver and Las Vegas. Southwest flies more Customers nonstop within the United States than any other airline, and Alaska is the 43<sup>rd</sup> state in the carrier's domestic network.

"Southwest continues to give Customers more opportunities to connect with the travel experiences that matter most to them," said Ted Gordon, Vice President Airport Affairs at Southwest Airlines. "Anchorage stands out as a great destination for its culture, unforgettable scenery, and hospitality." The airline celebrated Customers traveling on the inaugural flights to Anchorage with commemorative boarding passes, Alaskan-themed swag, and a friendly welcome at the gate from Anchorage's very own critters—including Seymour the Moose.

Customers traveling to The Last Frontier—and beyond—can unlock more value with [Southwest's Rapid Rewards benefits](#). Members can earn points by flying or use rewards to book travel to Anchorage and Southwest's other new destinations. Plus, Members can enjoy free WiFi, thanks to T-Mobile, along with tier benefits, while enjoying Southwest's industry-leading reliability and hospitality.

## 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 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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