

Meet our April A-Lister: Britni Vigil, Founder and Owner, Play Party Plan

“Work smarter, not harder. Figure out which items bring you the highest return, and focus on those.” —Britni Vigil, Founder and Owner, Play Party Plan







Photo by Justin Clemons

With a little help from the low fares and extensive nonstop flight options offered by Southwest®, Britni Vigil turned her passion project into a lucrative online business: Play Party Plan. The website provides readers with ideas for family-friendly travel, recipes, and entertaining, and thanks to her A-List status, she's been able to visit and write about more destinations than she ever imagined. Whether she's planning a trip months in advance or booking a flight on the fly, Britni always chooses Southwest because she can easily make last-minute changes to her itinerary without fees. Plus, she can use her Companion Pass to bring her son with her while traveling for business. It's always a pleasure having you and your family onboard, Britni!

—Casey Zanowicz, Communications & Outreach

Growth Spurt “As a result of all the work-related travel I've done on Southwest, I've almost doubled my website viewership over the past year.”

Island Vibes “My husband and I have been to Hawaii once, and now that Southwest will be flying there, we'd love to go back with our whole family.”

Kindness Counts “Always be kind. You never know how someone's day is going, and a kind word or action can go a long way.”