

# Southwest Airlines celebrates new destinations with fares as low as \$50 one-way

[Southwest Airlines Co.](#) (NYSE: LUV) today launched a fare sale offering fares for new destinations as low as \$50 one-way. Southwest Airlines'® Heart is growing, and the carrier is excited to celebrate this new growth with its Customers, allowing more fan-favorite destinations for its Customers. With low fares, a growing network, and flexible policies (including no cancellation fees, no change fees, and bags fly free®)\*, Southwest is ready to take Customers to the places they love to explore. Book today, May 11, 2021, through May 13, 2021, 11:59 p.m., Central Daylight Time, for continental U.S. travel valid Sept. 7, 2021, through Nov. 5, 2021.

Seats, days, and markets are limited. See a full list of fares, fare rules, and terms and conditions below and at [Southwest.com](#). Examples of one-way low fares include:

- As low as \$50 one-way nonstop between Oakland and Eugene, Ore.,
- As low as \$50 one-way nonstop between Las Vegas and Fresno, Calif.,
- As low as \$67 one-way nonstop between Baltimore/Washington (BWI) and Myrtle Beach, S.C. (starting service on May 23), and
- As low as \$94 one-way nonstop between Nashville and Houston (Bush/Intercontinental).

Learn more about all the new destinations Southwest has recently added by visiting [Southwest.com/Growth](#).



## Sale fares to our new destinations are here.\*

We're flying to lots of new cities, now it's time to see them for yourself.



The carrier's published flight schedule is now open through Nov. 5, 2021, and flights can be purchased at [Southwest.com](https://www.southwest.com).

#### Double the Love for Houston (Bush/Intercontinental)

Don't let those points fly away! Rapid Rewards® Members can earn double the points on flights to or from Houston (Bush/Intercontinental). Register for the promotion, then book and fly into or out of Houston (Bush/Intercontinental) by July 18, 2021, to earn double Rapid Rewards points! The Member's Rapid Rewards account number must be entered at the time of booking Member's qualifying flight to earn double Rapid Rewards points for that flight.

Southwest's award-winning Rapid Rewards program makes it easy to earn points that can be redeemed for travel anywhere Southwest flies. Double the points means saving for the next dream-worthy getaway. Plus, with points that never expire and absolutely no blackout dates, the carrier is making it even easier for Customers to go, see, and do it all with the people they love. Learn more by visiting [Southwest.com/RapidRewards](https://www.southwest.com/RapidRewards).

#### SOUTHWEST AIRLINES FARE SALE RULES

Purchase today, May 11, 2021, through May 13, 2021, 11:59 p.m. Central Daylight Time.

Continental U.S. travel is valid Sept. 7, 2021, through Nov. 5, 2021. Except as otherwise specified, continental U.S. travel is not valid on Fridays and Sundays. Travel to Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton, Pensacola, Panama City, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach, S.C., Steamboat Springs, Colo., Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara, Calif., and Bozeman, Mont. is valid only on Sundays through Wednesdays. Travel from Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton, Pensacola, Panama City, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach, S.C., Steamboat Springs, Colo., Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara, Calif., and Bozeman, Mont. is valid only on Tuesdays through Fridays. Travel between Ft. Myers/Naples, Ft. Lauderdale, Miami, West Palm Beach, Tampa, Orlando, Sarasota/Bradenton, Pensacola, Panama City, Fla., Destin-Fort Walton Beach, Fla., Savannah/Hilton Head, Myrtle Beach, S.C., Steamboat Springs, Colo., Montrose (Telluride/Crested Butte), Colo., Las Vegas, Santa Barbara, Calif., and Bozeman, Mont. is valid only on Tuesdays and Wednesdays. Fares valid on nonstop service where

indicated; if not indicated, fares are valid on a single connecting service. Displayed prices include all U.S. and international government taxes and fees. Rapid Rewards points bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight. Fares not available to/from the continental U.S. to/from Hawaii. Seats and days 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 rules apply. Sale 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 an upgrade to the Anytime fare depending on Rapid Rewards tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

\*At Southwest Airlines, there are no [change fees](#) (fare difference may apply), no cancel fees (failure to cancel a reservation at least 10 minutes prior to scheduled departure may result in forfeited travel funds), and [bags fly free](#) (first and second checked bags, weight and size limits apply).

#### SOUTHWEST AIRLINES RAPID REWARDS OFFER RULES

Earn Double Rapid Rewards points when you register, and then book and fly between April 19, 2021, through July 18, 2021. To register for this promotion, Customers will need to provide their Rapid Rewards account number at the time of registration. If Customers do not have a Rapid Rewards account number, they may enroll for free. Once Customers complete and submit the enrollment form for the Rapid Rewards program, they will be eligible to register for this promotion through My Account if all eligibility requirements are met. Member must register for this promotion between April 19, 2021, through July 18, 2021, and registration must be completed prior to commencement of travel. Member's qualifying flight(s) must be booked through Southwest Airlines between April 19, 2021, through July 18, 2021, for travel between April 19, 2021, through July 18, 2021. Member's flight(s) must be completed between April 19, 2021, through July 18, 2021. Member's Rapid Rewards account number must be entered at the time of booking Member's qualifying flight to earn double Rapid Rewards points for that flight. A qualifying flight is a one-way revenue flight on Southwest Airlines from or to George Bush Intercontinental Airport (IAH), including any intermediate stops and/or connections, or a round trip revenue flight on Southwest Airlines originating from IAH to a destination city and back to IAH, or from an origin city to IAH and back to the originating airport or carrier-recognized co-terminal. Travel booked and/or flown prior to registration for this promotion is not eligible for the double points offer. Rapid Rewards earned

points are calculated using base fare. Member will receive 12 bonus points per dollar spent on Business Select® fares, 10 bonus points on Anytime fares, and 6 bonus points per dollar spent on Wanna Get Away? fares. Bonus points are in addition to the standard flight points earned through Rapid Rewards. Bonus points will not count toward A-List, A-List Preferred, or Companion Pass® qualification. Member will receive bonus Rapid Rewards points within four days after completion of the entire ticket. Charter flights, group travel, Companion Pass, Southwest Vacation packages, and reward travel do not qualify for the promotion. The offer is valid on Southwest Airlines published scheduled service. Changes made to the itinerary after purchase may eliminate qualification for promotion. This promotion cannot be combined with any other promotion. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://Southwest.com/rrterms). Southwest reserves the right to amend, suspend, or change the Rapid Rewards program and/or Rapid Rewards program rules at any time without notice. Rapid Rewards Members do not acquire property rights in accrued points. The number of Rapid Rewards points needed for a particular Southwest flight is set by Southwest and will vary depending on destination, time, day of travel, demand, fare type, point redemption rate, and other factors, and is subject to change at any time until the booking is confirmed.

#### ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](https://Southwest Airlines Co.) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride/Crested Butte), Colo. Thus far in 2021, Southwest has initiated service to Chicago (O'Hare) and Sarasota/ Bradenton, both on Feb. 14; Savannah/Hilton Head and Colorado Springs, Colo., both on March 11; Houston (Bush/Intercontinental) and Santa Barbara, Calif., both on April 12; Fresno, Calif., on April 25; as well as Destin/Fort Walton Beach on May 6; and will begin service to Myrtle Beach S.C., on May 23; Bozeman, Mont., on May 27; Jackson, Miss., on June 6; and Eugene, Ore., on Aug. 29. The Company also has announced an intention to initiate new service to Bellingham, Wash., later this year.

The carrier issued its [Southwest® Promise](https://Southwest.com/Promise) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees well-being and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, along with a federal mandate requiring every person to wear a mask at all times throughout each flight. Additional details about the Southwest Promise are available at [Southwest.com/Promise](https://Southwest.com/Promise).

Southwest coined [Transfarency](#)® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](https://Southwest.com/citizenship).

Book Southwest Airlines' low fares online at [Southwest.com](https://Southwest.com) or by phone at 800-I-FLY-SWA.

Media Contacts:

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

Media Relations Team: (214) 792-4847, option 1

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## ABOUT SOUTHWEST AIRLINES CO.

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

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