Buy Now, Pay Later—Southwest Announces Partnership with Uplift

Southwest recently launched its partnership with Uplift, a Buy Now, Pay Later (BNPL) payment solution, on Southwest.com. Customers can book their Southwest flights to more than 100 U.S. and international destinations while using Uplift's flexible payment options to pay over time for their travel.

Using Uplift as a BNPL payment option gives Southwest Customers the freedom to book trips when they are ready, and spread the cost over a series of affordable monthly payments. Uplift is seamlessly integrated into the Southwest.com booking process for a frictionless Customer experience. Customers will see the total cost of their trip at the time of booking along with the monthly payment amount, letting them take control of their budget and experience the travel that they deserve.

Uplift already had an existing partnership with Southwest Vacations and is now expanding that relationship. Our expanding partnership with Uplift will help open up the possibilities of affordable travel to even more people, just in time for the summer vacation season and beyond. Your Customer loyalty is extremely important to us at Southwest, and we are excited to offer this additional payment option.



Uplift's flexible payment options are available for purchases as low as $100. As an example of how the installment pricing works: instead of paying $300 upfront for airfare, a Customer can book their flight today with $0 down and travel anytime, and spread the cost of their trip over 11 monthly payments of $29 each.*

Uplift flexible payment options are available now on Southwest.com—head on over to view more information on Uplift as well as to see Southwest's latest deals.

Don’t forget to visit our Uplift: Buy Now, Pay Later Payment Solution Knowledge Base article to view frequently asked questions.

* Down payment may be required. Actual terms are based on the Customer’s credit score and other factors. Not everyone is eligible, and some states are not served, including Iowa and West Virginia. All loans offered through Uplift on Southwest.com are issued by CBW Bank, Member FDIC.