

Rapid Rewards Access Events: A Year of Unforgettable Experiences and a Preview of What's Next for Southwest Rapid Rewards® Credit Cardmembers

Thanks to our Employees and partners at Chase, 2024 was an unforgettable year for Southwest Rapid Rewards® Cardmembers. Our Rapid Rewards Access Events delivered one-of-a-kind experiences blending travel, entertainment, and camaraderie.

The year kicked off with a trip to Napa Valley wine country, where Cardmembers enjoyed world-class wines and vineyard tours, followed by a golf experience at the iconic Pinehurst Resort, where participants had the chance to play on legendary courses while enjoying the hospitality Pinehurst is known for. Other highlights included a music-filled getaway to the heart of Nashville, a scenic trip to Maui, and an energizing pickleball event in Cabo San Lucas.

In addition to these destination experiences, Southwest Rapid Rewards Access Events featured five private concerts that brought Members up close and personal with celebrated artists Echosmith, Eli Young Band, Gavin DeGraw, Kevin Griffin of Better Than Ezra, Adam Doleac and Drake White.

2025 Lineup

We look forward to raising the bar even higher, starting with a Ski Getaway at St. Regis Deer Valley, where attendees can hit the slopes and enjoy après-ski festivities. Next up, the Ultimate Retreat in Carmel will blend wellness, wine, and golf, and later in the year, Cardmembers can immerse themselves in nature during a one-of-a-kind Glamping Experience in Montana. The year will wrap up with a golf and tennis event with tennis legend Stan Smith.

Music will continue to be a central part of Rapid Rewards Access Events. The 2025 concert series will kick off in style with a private performance by Colbie Caillat in Las Vegas. Additional concerts featuring top-tier artists will continue to offer Cardmembers the exclusive chance to enjoy live music in intimate, memorable settings.

How to Redeem

All of these events are available exclusively to Rapid Rewards Credit Cardmembers, who can redeem their points for a chance to attend. Be sure to bookmark [Southwest.com/RRAE](https://www.southwest.com/RRAE) to catch the events when they open for redemption.
