

Southwest Airlines Announces Intention To Serve Sarasota Bradenton International Airport

[Southwest Airlines Co.](#) (NYSE: LUV) today announced plans to expand its Florida service by adding flights at [Sarasota Bradenton International Airport](#) (SRQ) in first quarter of 2021. Sarasota will be the carrier's tenth airport served in the State of Florida and is the tenth airport in a list of new places to join the Southwest route map in the coming eight months as the carrier furthers its reach of friendly policies, iconic Hospitality, and value and comfort. Service details including the initial flight schedule and fares for Sarasota-Bradenton will be announced soon.

"We'll arrive in Sarasota-Bradenton as Southwest marks 25 years of serving the Sunshine State. Our Customers who choose SRQ will land closer to their preferred beaches and business meetings, benefiting from our added investment in the growing region between our longtime cities of Tampa Bay and Ft. Myers," [Steve Goldberg](#), Southwest Airlines Senior Vice President of Operations and Hospitality said. "Locals who fly Southwest can also pair their preferred airline and airport, and get in the air faster with a shorter drive to SRQ."

"We are thrilled to welcome Southwest Airlines to the Sarasota Bradenton International Airport (SRQ). This is especially significant during these challenging times in aviation," Rick Piccolo, President, CEO of the Sarasota Bradenton International Airport said. "Southwest's low fares and renowned customer service will provide the bi-county community, as well as our inbound visitors, with access to the vast network of destinations that Southwest Airlines serves."

Previously announced Southwest [service to Miami begins Nov. 15](#).

Cautionary Statement Regarding Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Specific forward-looking statements include, without limitation, statements related to the Company's network plans and expectations, including its intent to serve Sarasota-Bradenton International Airport and other new destinations. These forward-looking statements are based on the Company's current intent and expectations and are not guarantees of future actions.

Forward-looking statements involve risks, uncertainties, assumptions, and other factors that are difficult to predict and that could cause actual results to vary materially from those expressed in or indicated by them. Among others, factors include (i) the Company's ability to obtain necessary

approvals and the impact of governmental regulations and other governmental actions related to the Company's operations; (ii) the extent of the impact of the COVID-19 pandemic on overall demand for air travel and the Company's related business plans and decisions; (iii) the impact of economic conditions, governmental actions, extreme or severe weather and natural disasters, fears of terrorism or war, actions of competitors, fuel prices, consumer perception, and other factors beyond the Company's control, on consumer behavior and the Company's business decisions, plans, and strategies; (iv) the Company's dependence on third parties; (v) the impact of labor matters on the Company's plans and expectations; and (vi) other factors, as described in the Company's filings with the Securities and Exchange Commission, including the detailed factors discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2019, and in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2020.

ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service to a Customer base topping 130 million passengers in 2019. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. 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 early 2020, the carrier added service to Hilo, Hawaii, and Cozumel, Mexico. Southwest will begin service to Palm Springs, California and Miami on Nov. 15, as well as two new seasonal destinations in Colorado, Steamboat Springs and Montrose (Telluride) on Dec. 19, 2020. In 2021, the carrier will add service at Chicago (O'Hare) on Feb. 14, and Colorado Springs on March 11, and has announced intended service next year at Houston (Bush Intercontinental), Savannah, Jackson, Miss., and Sarasota-Bradenton.

The carrier issued its [Southwest® Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees wellbeing and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, face covering requirements for Customers and Employees. Additional details about the Southwest Promise are available at [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://www.southwest.com/citizenship).

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

SOURCE Southwest Airlines Co.

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://www.southwest.com) 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://www.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

Media Contacts:

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