

Southwest Airlines Co. (NYSE: LUV)

As of Dec. 31,
2025

EXECUTIVE LEADERSHIP:

[Bob Jordan](#), President, Chief Executive Officer, & Vice Chairman of the Board

[Andrew Watterson](#), Chief Operating Officer

[Tom Doxey](#), Executive Vice President & Chief Financial Officer

[Justin Jones](#), Executive Vice President Operations

[Tony Roach](#), Executive Vice President Chief Customer & Brand Officer

[Lauren Woods](#), Executive Vice President & Chief Information Officer

HEADQUARTERS:

P.O. Box 36611
2702 Love Field Drive
Dallas, TX 75235

ABOUT THE COMPANY:

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 118 airports across 11 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 airline¹. By empowering its more than 72,000² 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).

HISTORY: Southwest Airlines® originally was incorporated in Texas in 1967 and commenced Customer Service on June 18, 1971, with three Boeing 737 aircraft serving three Texas cities—Houston, Dallas, and San Antonio—and grew to become a major airline in 1989 when it exceeded the billion-dollar revenue mark. In 1994, Southwest became the first major airline to offer ticketless travel. In 1995, Southwest became the first major airline to post a website with the launch of our "Home Gate." Southwest topped the monthly domestic originating passenger rankings for the first time in May 2003. In 2013, Southwest launched service to a destination outside the 48 contiguous states with service to Puerto Rico. In July 2014, Southwest became an international airline with its first flights to Nassau, Bahamas; Montego Bay, Jamaica; and Aruba. In March 2019, Southwest began serving the Hawaiian Islands.

DAILY DEPARTURES: Southwest Airlines operates more than 4,000 flights a day during peak travel periods.

EMPLOYEES: More than 7,000² People work to deliver exemplary Customer Service throughout the Southwest system.

STOCK: Common stock is traded under the symbol "LUV" on the NYSE. Southwest paid its first quarterly dividend in fourth quarter 1976. The Company announced its 188th quarterly dividend on February 5, 2026

- ANNUAL 2025 FINANCIAL AND OPERATING STATISTICS:**
- Net income: \$441 million
 - Revenue passengers carried: 134 million
 - Revenue passenger miles: 139 billion
 - Load factor:³ 77.4%
 - Annual record total operating revenues: \$28.1 billion

OPERATIONS: As of December 31, 2025, Southwest had 803 Boeing 737 aircraft in its fleet:

<u>Type</u>	<u>Number</u>	<u>Seats</u>
737-700	305	137 (as of 1/27/26)
737-800	198	175
737-8	300	175

- In 2025, the Company's average aircraft average aircraft stage length was 780 miles with an average duration of approximately two hours.
- Southwest was the launch customer for the Boeing 737-700 in 1997. Southwest also was a launch customer for the Boeing 737-500 and 737-300 series aircraft. And, in December 2011, Southwest announced it would be the launch customer for the Boeing 737 MAX 8. On Oct. 1, 2017, Southwest's first 737 MAX 8 began scheduled service.
- In May 2022, Southwest announced its \$2 billion plan to transform its Customer Experience. The carrier is incorporating in-seat power on new aircraft with USB-A and USB-C ports in each seatback using a zone-based power system that saves space and does not compromise legroom. In addition, the carrier is adding larger overhead bins to its larger aircraft throughout 2026.
- Throughout 2025, Southwest announced partnerships with Turkish Airlines, Condor, Philippine Airlines, and China Airlines that expand the Southwest network.
- On August 19, 2025, Southwest launched our in-house packaged vacations product —[Getaways by Southwest™](#). These vacation packages, sold and serviced by Southwest®, offer signature flexibility and benefits that Customers want.
- On January 27, 2026, Southwest introduced assigned and premium seating in response to Customer demand for more options, along with a new group-based boarding process and an elevated travel experience.
- In 2013, Southwest became the first carrier to offer gate-to-gate connectivity. Customers may use small portable electronic devices (PEDs) in "airplane mode" from gate-to-gate on WiFi-enabled aircraft.

- On Oct. 24, 2025, Southwest began offering free unlimited WiFi for all Rapid Rewards® Members, in partnership with T-Mobile. Southwest was the largest domestic airline to implement free WiFi on every flight in 2025. All Customers are able to enjoy free movies,⁴ free live TV,⁵ and free messaging⁶ on mobile devices, tablets, or laptops.

CITIES SERVED: Southwest serves 117 airports across 11
(AS OF countries.
DEC 31, 2025) See the current [System Map](#).

IN 2025, SOUTHWEST:

- Carried more than 134 million revenue Customers.
- Received 355,702 applications and hired 5,814 Employees.
- Served an estimated 100 million bags of snacks.
- Moved more than 147 million pounds of cargo.

[Southwest.com](#), mobile web, iOS, and Android apps:

- Southwest was the first airline to establish a home page on the Internet. Initially, five Employees comprised Southwest's web site development Team, and the site took about nine months to create.
- The "Low Fare Calendar" feature on [Southwest.com](#) is the first online tool that helps Customers find the lowest fare based on availability across an entire month.
- Southwest launched new versions of both the **Southwest iOS** and **Android** and **Southwest mobile website** in 2016. In October 2018, Southwest released its first iPad app. 2018 was a year filled with enhancements, which included the addition of international booking, check-in and change, an improved multi-passenger boarding experience, more intuitive trip cards, Google Pay enabled mobile boarding passes for Android users, a mobile standby list, and ridesharing with a partnership with Lyft. Customers are also now able to sign up for the Southwest Rapid Rewards™ Credit Card in mobile while making a booking.
- In addition to being able to book and manage domestic and international flights, Customers are able to make hotel, reserve a Getaways by Southwest vacation package, and make car reservations on [Southwest.com](#), **mobile web, iOS, and Android apps**.

DISTINCTIONS:

- Southwest was first in the industry to offer profit sharing.
- Southwest has an industry-leading balance sheet and investment-grade ratings from all three credit rating agencies.
- Southwest has the largest Boeing fleet in the world.
- Based on the latest data available from the U.S. Department of Transportation (DOT), Southwest is America's largest domestic airline in terms of domestic originating passengers with 22% market share.⁸
- From 1973 to 2019, Southwest was the only domestic airline with 47 consecutive years of profitability.

RECOGNITIONS:

Learn more about the [Company's awards and recognitions](#).

¹ Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey since Q4 2025

² Fulltime-equivalent active Employees

³ Revenue passenger miles divided by available seat miles.

⁴ Where available.

⁵ Due to licensing restrictions, on WiFi-enabled international flights, free live TV may not be available for the full duration of flight.

⁶ Texting only allows access to iMessage and WhatsApp (which must be downloaded and activated before connecting to SouthwestWiFi).

⁷ Rapid Rewards® Members get access to free WiFi thanks to T-Mobile.® Otherwise, internet access may be purchased for \$8 per device from takeoff to landing. Price is subject to change. May not be available for the full duration of flight. In order to provide a top-notch Internet experience, we prohibit access to certain high-bandwidth applications and websites. We also prohibit access to certain obscene or offensive content.

⁸ Data presented herein as measured by the U.S. Department of Transportation (DOT) O&D Survey for the twelve months ended q4 2025, based on domestic originating passengers boarded. O&D stands for Origin and Destination.

Explore our annual corporate social responsibility report, the [Southwest Airlines One Report™](#)

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

[swamedia.com](https://www.swamedia.com)