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# DING! Southwest Airlines Celebrates One Year at SFO

## Airline Offers San Francisco Travelers Special DING! Fare

SAN FRANCISCO, Aug. 26 /PRNewswire-FirstCall/ -- Southwest Airlines and its San Francisco-based Employees are today celebrating the carrier's first year of resumed service at San Francisco International Airport (SFO). SFO is one of three Bay Area airports Southwest Airlines serves.

"Our return to SFO has been a rousing success, and we thank the people of the Bay Area for their support," said Kevin Krone, Vice President of Sales, Marketing, and Distribution. "We know that our Customers value Southwest for our commitment to low fares, frequent flights, superior Customer Service, and no hidden fees."

Southwest Airlines originally served SFO from 1982 to 2001. Southwest returned to San Francisco International Airport on Aug. 26, 2007, with 18 daily nonstop flights to three cities; the carrier's largest new city startup. In one year, Southwest Airlines' service from SFO has grown rapidly. Today, Southwest Airlines offers 37 daily nonstop flights from SFO to five cities: Chicago Midway, Las Vegas, Los Angeles, Phoenix, and San Diego, with direct and connecting service to 46 additional cities across the United States. On Sept. 2, Southwest begins nonstop service between SFO and Denver International Airport, bringing the total number of daily nonstop flights offered by Southwest Airlines out of SFO to 40.

Other exciting SFO statistics:

- Since Southwest resumed service, we've grown to nearly 11 percent market share at SFO, as of the first quarter 2008, making us the third largest carrier at SFO based on Origin and Destination passengers.
- Southwest is California's largest carrier with 34 percent overall market share; California's largest intrastate carrier with 70 percent market share; and the Bay Area's largest carrier with 37 percent market share, as of the first quarter 2008
- Since Southwest returned to SFO (as of the first quarter 2008):
  - Between San Diego and SFO, fares fell by eight percent while the number of passengers grew 52 percent, with Southwest's average one-way fare 15 percent below the average fare of other carriers
  - Between Las Vegas and SFO, fares fell by ten percent while the number of passengers grew 16 percent, with Southwest's average one-way fare ten percent below the average fare of other carriers.
  - The Southwest Effect is alive and well between the Windy City and SFO. When Southwest entered the market, fares to both Chicago airports (O'Hare and Midway) fell by 14 percent while the number of passengers grew 31 percent, with Southwest's average one-way fare 42 percent below the average fare of other carriers.

"We believe in giving people the Freedom to Fly, and, as the largest California carrier, we do just that," Krone says. "To celebrate, we are offering our Bay Area Customers special DING! fares."

In celebration of its one-year anniversary, Southwest Airlines will offer its SFO Customers special DING! fares. Fares will be available for purchase for one day only between 9 AM and 9 PM on Aug. 26 for flights out of SFO to select markets

DING! is the first-ever "direct link" to Customers' computer desktops, delivering discounted fares to a variety of Southwest Airlines destinations. To take advantage of these super low fares, download DING! at [http://www.southwest.com/ding/what\\_is\\_ding.html](http://www.southwest.com/ding/what_is_ding.html)

In addition to low fares, excellent Customer Service, and frequent flights, Southwest Airlines is proud to Share the Spirit and give back to the communities it serves. Through Mayor Gavin Newsom's Cool Globes Green Initiative and Backpack Giveaway for which Southwest contributed all the school supplies, Southwest supports the passions of its neighbors. Read about the Mayor's Backpack Giveaway event on Aug. 23 from one of our Employee volunteers at <http://www.blogsouthwest.com>. To find out how else Southwest cares, visit <http://www.southwest.com/cares>.

Southwest Airlines (NYSE: LUV), the nation's largest airline in terms of Customers carried, currently serves 64 cities in 32 states with more than 3,400 flights a day.

<http://www.southwest.com>

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