

February 2, 2023



SOUTHWEST AIRLINES RECOGNIZED ON FORTUNE'S 2023 LIST OF WORLD'S MOST ADMIRED COMPANIES

Carrier is proud to celebrate more than a decade of inclusion on Fortune's list

DALLAS, Feb. 2, 2023 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) was named to FORTUNE's 2023 list of World's Most Admired[®] Companies. The carrier ranked No. 23 overall and No. 3 on the airline industry list, improving its ranking from FORTUNE's 2022 list. Southwest[®] has been featured consistently on the [World's Most Admired Companies](#) list since 2009.

"It's truly an honor for Southwest Airlines to be among FORTUNE's World's Most Admired Companies this year," said Southwest Airlines President & CEO [Bob Jordan](#). "We consider this a recognition of our strong brand, our terrific Employees, and the extraordinary ways they serve each other and our Customers."

To create the list, FORTUNE collaborated with partner Korn Ferry to survey 15,000 senior executives, outside directors, and industry analysts, to identify companies that enjoy the strongest reputations within their industries and across industries. The World's Most Admired Companies receive ratings on nine attributes. This year, they surveyed 645 companies in 27 countries.

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 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. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its more than 66,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among as many as 130 million Customers carried a year. That formula for success brought industry-leading prosperity and 47 consecutive years³ of profitability for Southwest Shareholders (NYSE: LUV). 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](#). Southwest is also continuing to develop tangible steps toward achieving carbon neutrality by 2050, including offering Customers an opportunity to help the airline offset its carbon emissions. To be part of the solution, visit [Southwest.com/wannaoffsetcarbon](#).

1) U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded

- 2) *Fulltime-equivalent active Employees*
- 3) *1973-2019 annual profitability*

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