

June 10, 2024



# SOUTHWEST AIRLINES CELEBRATES WANNA GET AWAY WEEK WITH EXCLUSIVE OFFERS AND WEEK-LONG SWEEPSTAKES

- Airline launches early access to one of the biggest sales of the year for Rapid Rewards Members, followed by a four-day window for all Customers.
- Wanna Get Away Day Sweepstakes offers daily prizes, including up to 25 million Rapid Rewards bonus points and promotional Companion Pass experiences.

DALLAS, June 10, 2024 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is celebrating all week long leading up to the carrier's official birthday, and Wanna Get Away<sup>®</sup> Day, on June 18. Customers are in for a treat with exclusive offers, including up to 50% off base fares;<sup>1</sup> deals on car rentals,<sup>2</sup> hotel bookings,<sup>3</sup> and vacation packages;<sup>4</sup> and daily sweepstakes on [WannaGetAwayDay.com](#),<sup>5</sup> with a chance to win the grand prize of up to 25,000 Rapid Rewards bonus points and promotional Companion Pass<sup>®</sup> experiences. Visit [Southwest.com](#)<sup>®</sup> for the full list of offers.

## Major Sale Alert: Up to 50% Off Base Fares

Starting today, June 10, at noon Central Time (CT), Southwest Rapid Rewards<sup>®</sup> Members can take advantage of early access to the Wanna Get Away Week sale, which is available only on mobile devices and the Southwest<sup>®</sup> app, saving up to 50% off base fares for their next adventure for continental U.S. travel flown between Aug. 6 and Dec. 18, 2024, and international, Hawaii, and Puerto Rico travel between Aug. 20 and Dec. 17, 2024. Members can use **BDAY** in the promo code box when booking to receive the discount. Restrictions, exclusions, and blackout dates apply. Seats and days are limited. The discount applies before government taxes and fees. The sale opens to all Customers at 8:00 p.m. CT and remains available through June 13. Visit [Southwest.com](#) to book and view full terms and conditions.<sup>1</sup>

"Customer loyalty is foundational at Southwest. Rapid Rewards is an award-winning and industry-leading loyalty program because it makes earning and redeeming points easier and gives Members incentives to come back and fly Southwest again," said [Jonathan Clarkson](#), Vice President Marketing at Southwest Airlines. "Our Wanna Get Away Week provides some of our best deals of the year to earn points. Rapid Rewards Members also can get early access to this sale by booking on mobile devices or through the Southwest app to get first access to millions of seats."



### Other Exciting Travel Offers

In addition to this week's sale on base fares, Customers can shop for travel offers on rental cars, hotel bookings, vacation packages, Rapid Rewards® points, and more. Visit [Southwest.com](https://www.southwest.com) to take advantage of these offers and view the full terms and conditions.

- **[Rental Cars](#)**: Between June 10 and June 18, 2024, Customers who rent a car with Dollar Car Rental can save up to 25% on the base rate, plus earn 1,200 points on a rental of two or more days. The offer is only valid at participating Dollar Car Rental airport locations.<sup>2</sup>
- **[Hotels](#)**: Between June 10 and June 18, 2024, Customers can earn five times the points on their hotels for three or more night stays between June 10 and Nov. 30, 2024.<sup>3</sup>
- **[Vacation Offers](#)**: Between June 10 and June 18, 2024, Customers can save up to \$500 on flight and hotel vacation packages, plus \$100 in instant savings on any domestic, international, or Hawaii travel between June 11, 2024, and March 5, 2025.<sup>4</sup>
- **[Southwest Rapid Rewards Credit Cards from Chase](#)**: Current and new Cardmembers can take advantage of these great offers:
  - Between June 10 and June 18, 2024, current Cardmembers who register for the promotion can earn a total of 10 points for each \$1 spent with any Rapid Rewards Credit Card on up to \$500 of Southwest qualifying purchases.<sup>6</sup>
  - Not a Cardmember, not a problem. Between now and June 26, 2024, [new Cardmembers](#) can earn 85,000 bonus points after they spend \$3,000 on purchases in the first three months from account opening.<sup>7</sup>
- **[Points Mystery Offer](#)**: Between June 10 and July 21, 2024, Customers can reveal their surprise discount and save 40%, 45%, or 50% when they buy a minimum number of Rapid Rewards points.<sup>8</sup>
- **[Shopping](#)**: Between June 10 and June 18, 2024, Rapid Rewards Shopping® Members can earn a one-time bonus of 1,000 Rapid Rewards bonus points on qualifying purchases, in addition to the standard Rapid Rewards points earned from shopping online through Rapid Rewards Shopping.<sup>9</sup>

### Wanna Get Away Day and Sweepstakes

Southwest today also kicked off a sweepstakes in honor of the carrier's branded holiday, [Wanna Get Away Day](#), offering Customers daily opportunities to win prizes, including up to 25 million Rapid Rewards bonus points and the highly coveted promotional Companion Pass experience (only on June 18), available on [WannaGetAwayDay.com](https://www.WannaGetAwayDay.com). Customers must be a Rapid Rewards Member to participate in the sweepstakes.

## Join Rapid Rewards

The Southwest Rapid Rewards program<sup>10</sup> is designed around a simple concept—to make earning reward flights faster and easier. With Rapid Rewards, every seat is a reward seat, there are no blackout dates, and points don't expire. Customers can create an account to become a Rapid Rewards Member at [Southwest.com](https://www.southwest.com) to take advantage of Southwest's award-winning loyalty program benefits. Customers are also encouraged to [download Southwest's mobile app](#) for early access to special sale events.

## 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<sup>11</sup> 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 airline<sup>12</sup>. 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 74,000<sup>13</sup> People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 137 million Customers carried in 2023. That formula for success brought industry-leading prosperity and 47 consecutive years<sup>14</sup> 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](https://www.southwest.com/citizenship). As the airline with Heart, Southwest has set a goal to work toward achieving net zero carbon emissions by 2050<sup>15</sup>. Southwest has also set near-term targets and a three-pillar strategy to achieve its environmental goals. Learn more by visiting [Southwest.com/planet](https://www.southwest.com/planet).

<sup>1</sup> Early access for this promotion is only open for Rapid Rewards Members on June 6, 2024, between 12:00 p.m. CT and 8:00 p.m. CT, and is only available on mobile devices. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms). Customers can save up to 50% off promotion code savings valid for one-way or round trip Wanna Get Away and Wanna Get Away Plus<sup>®</sup> fares booked on Southwest.com between June 10 and June 13, 2024, 11:59 p.m. Pacific Time (the "Booking Period") and flown between Aug. 6 and Dec. 18, 2024, for continental U.S. travel and between Aug. 20 and Dec. 17, 2024, for international, Hawaii, and Puerto Rico travel (the "Travel Period"). Interisland Hawaii travel and Orange County (SNA) travel are excluded. Continental U.S. travel is blacked out Aug. 30, Sep. 2, Nov. 22 through Nov. 27, and Nov. 29 through Dec. 2, 2024. Travel to international, Hawaii, and Puerto Rico is blacked out between Aug. 29 and Sept. 3 and between Nov. 21 and Nov. 25, 2024. Travel from international, Hawaii, and Puerto Rico is blacked out between Aug. 29 and Sept. 3 and between Nov. 29 and Dec. 3, 2024. Promotion code savings are applied before government taxes and fees. Enter promotion code **BDAY** in the Promo Code box when booking during the Booking Period. Seats and days are limited. If a Customer entered the promotion code **BDAY** in the Promo Code box on Southwest.com or swabiz.com during the Booking Period, then while selecting their flights, savings in the base fare will be visible as a strike-through of the original fare on eligible flights. The discount's availability may vary by destination, flight, and day of the week, and won't be available on some flights that operate during very busy travel times and holiday periods. Please note that the Department of Transportation (DOT) requires advertised fares to include all government taxes and fees; however, this promotion applies to the base fare only. The discount is valid on new reservations only. Discount will apply only for select flights booked within the Booking Period while supplies last for travel flown within

the Travel Period. Changes made to the itinerary after purchase will eliminate qualifications for this promotion and will result in forfeiture of any promotion code savings. The discount is only valid with the provided promotion code and is not combinable with other promotion codes or fares. All reward travel is subject to taxes, fees, and other government or airport-imposed charges of at least \$5.60 per one-way trip. Applicable taxes, fees, and other government or airport-imposed charges can vary significantly based on your arrival and departure destination. The payment of any taxes, fees, and other government or airport-imposed charges is the responsibility of the Passenger and must be paid at the time reward travel is booked with a credit card, flight credit, or Southwest gift card. Fares are subject to change until ticketed. The offer applies only to published, scheduled service. The offer is not redeemable for cash, and may not be used in conjunction with other special offers, or toward the purchase of a gift card or previously booked flight, or change to a previously booked flight. The discount is only valid on Southwest.com, swabiz.com, and Southwest Partner Services. The discount is not valid on group travel or Southwest Vacations<sup>®</sup>, through Global Distribution Systems, or special fares, such as military and government fares.

<sup>2</sup> The discount applies to pay later base rate only. Taxes, fees, and options are excluded. Additional mandatory charges may be imposed, including, but not limited to, airport fees, tourism fees, vehicle license recovery fees, and any other government imposed taxes or fees. Charges may apply if optional goods or services such as damage waiver or refueling are purchased. Rate will vary depending on the date, car class, location of rental, length of keep, and other factors. See the booking screen for estimated total rental cost. Advance reservation, Rapid Rewards account number, Corporate Discount Code **3055251**, and promotion code **DL29** for rentals of two days or longer are required. Rentals of two or more days earn 1,200 Rapid Rewards points. The promotion code, Corporate Discount number, and Rapid Rewards number must be provided at the time of reservation or the offer is void. The offer isn't valid and rate change or additional fees may apply in the event of reservation modification, early/late vehicle return, or if not returning vehicle to same renting location. The offer has no cash value and may not be used with other discounts, promotions, or special rates. Age, driver, and qualifying rate restrictions for the renting location apply. Frequent Flyer Surcharge of \$1.50 per day, up to a maximum of \$8.00 per rental may apply. The discounts in local currency upon redemption. The offer is subject to availability and blackout periods. The offer is valid for reservations made between June 10 and June 18 for vehicle pick-up on or before Nov. 30, 2024. Any points earned over 600 per rental are considered bonus points. Bonus points don't count toward A-List, A-List Preferred, or Companion Pass qualification. Please allow up to eight weeks for points to post to the Member's account. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms).

<sup>3</sup> To be eligible, the hotel reservation must be booked on [Southwest Hotels website](https://www.southwesthotels.com), via the link provided between 12:01 a.m. CT between June 10 and 11:59 p.m. CT on June 18, 2024. Eligible stays must occur between June 10 and Nov. 30, 2024, and must be a minimum of three nights. The offer is strictly limited to Customers who enter their Rapid Rewards number and at select hotels purchase checkout. The five times points for bookings will be issued on the hotel room rate, as displayed on the platform. The five times points for bookings can't be applied to existing bookings or retroactively applied to bookings. Southwest Hotels reserves the right to not award the five times additional points for bookings at any time if it detects fraud, stacking of bonuses, technical errors, cancel/rebooking activity (defined by identical search criteria), or ANY other deceptive behavior attempted to circumvent the limits expressed above. The five times points for bookings are automatically applied to eligible Customer's Rapid Rewards account associated with the number applied at purchase checkout within eight weeks, after successfully completing their stay in the booked property. The points may be awarded separately from the base points awarded. Additional points will count toward A-List, A-List Preferred, or Companion Pass qualification. All Rapid Rewards



rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms).

<sup>4</sup> The \$75 per-reservation promotion code savings apply on flight and hotel vacation packages of \$500 or more to any domestic destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE125** at the time of booking. The \$100 per-reservation promotion code savings apply on flight and hotel vacations packages of \$1,000 or more to any domestic destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE125** at the time of booking. The \$125 per-reservation promotion code savings apply on flight and hotel vacation packages of \$1,500 or more to any domestic destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE125** at the time of booking. The \$300 per-reservation promotion code savings apply on flight and hotel vacation packages of \$500 or more to any international or Hawaii destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE500** at the time of booking. The \$400 per-reservation promotion code savings apply on flight and hotel vacation packages of \$1,000 or more to any international or Hawaii destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE500** at the time of booking. The \$500 per-reservation promotion code savings apply on flight and hotel packages of \$1,500 or more to any international or Hawaii destination Southwest offers. Savings are reflected in the package price when using promotion code **SITEWIDE500** at the time of booking. Length of stay for flight and hotel components must match. Promotion code intended for redemption by individual consumer only. One-day advance purchase is required. Restrictions, exclusions, and blackout dates may apply to hotel offers. Savings are valid if booked between June 10 and June 24, 2024, by 6:00 p.m. CT for travel between June 11, 2024, and March 5, 2025.

<sup>5</sup> **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WON'T INCREASE CHANCES OF WINNING.** Open to legal residents of 50 United States and the District of Columbia (excluding Alaska) age 18 or older at time of entry. Void where prohibited. Limit one entry per person. All fields must be completed. Approximate retail value all prizes: \$301,205. For complete details and Official Rules, visit [WannaGetAwayDay.com](https://www.WannaGetAwayDay.com). By submitting this entry, Customers agree to the [Official Rules](#). By entering, information collected will be used in accordance with [Sponsor's Privacy Policy](#). Sponsor: Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235. Enter by June 18, 2024, at 11:58:59 PM CT.

<sup>6</sup> The Southwest Rapid Rewards Credit Card is brought to Customers by Southwest Airlines and Chase. Southwest Airlines is responsible for the redemption of Rapid Rewards points toward benefits and services. The number of points needed for a particular Southwest flight is set by Southwest and will vary depending on destination, time, day of travel, demand, fare type, point redemption rate, and other factors, and are subject to change at any time until the booking is confirmed. Rapid Rewards points can only be transferred to the primary Cardmember's Rapid Rewards account. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms). Southwest reserves the right to amend, suspend, or change the program and/or program rules at any time without notice. Rapid Rewards Members don't acquire property rights in accrued points.

<sup>7</sup> The offers may vary depending on where Customers apply, for example online or in a branch, and can change over time. To take advantage of this particular offer, Customers can apply through the method provided in this advertisement. Review the offer details before applying. Customers can earn 85,000 bonus points after they spend \$3,000 on purchases in the first three months from account opening. The product is not available to either (i) current Cardmembers of any Southwest Rapid Rewards Credit Card, or (ii) previous Cardmembers of any Southwest Rapid Rewards Credit Card who received a new Cardmember bonus within the last 24 months. This doesn't apply to Cardmembers of the Southwest Rapid

Rewards Business Card and Employee Credit Card products. To qualify for bonus points, Customers must make Purchases totaling \$3,000 or more during the first three months from account opening. Please allow up to eight weeks for bonus points to post to the Member's Rapid Rewards account. ("Purchases" don't include balance transfers, cash advances, travelers checks, foreign currency, money orders, wire transfers or similar cash like transactions, lottery tickets, casino gaming chips, race track wagers or similar betting transactions, any checks that access a Member's account, interest, unauthorized or fraudulent charges, and fees of any kind, including an annual fee, if applicable.) To be eligible for this bonus offer, the account must be open and not in default at the time of fulfillment.

<sup>8</sup> The offer is valid between June 10 12:00:01 a.m. (CT) and July 21, 2024, 11:59:59 p.m. CT. When the Member purchases the minimum amount of Rapid Rewards points specified on the landing page once the Member logs in to their account, the Member will receive the percent discount on points specified on the landing page. A valid credit card is required to purchase points. A minimum points-purchase threshold must be met on a per-transaction basis, in order to qualify for the discount. The points can be purchased in blocks of 1,000 and a daily maximum of 60,000 points can be purchased by a Member with no annual maximum. Transactions are nonrefundable and nonreversible. The offer is only valid for Member receiving this email and by clicking on the link within this email. Gifted and transferred point transactions aren't included in this promotion. Purchased points don't count towards A-List, A-List Preferred, or Companion Pass qualification. Prices are in U.S. dollars and include all applicable taxes. Prices for the purchase of points are only valid while a Member is currently logged in to Southwest.com and such prices are subject to change. Please allow up to 72 hours for points to post to the applicable Rapid Rewards account. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms). Southwest reserves the right to amend, suspend, or change the Rapid Rewards program and/or Rapid Rewards program rules at any time without notice. Rapid Rewards Members don't acquire property rights in accrued points. The number of Rapid Rewards points needed for a particular Southwest flight is set by Southwest and will vary depending on destination, time, day of travel, demand, fare type, point redemption rate, and other factors, and is subject to change at any time until the booking is confirmed.

<sup>9</sup> During the "Summer Bonus" offer, which runs between June 10 at 12:00 a.m. Eastern Time (ET) and June 18, 2024, at 11:59 p.m. ET (the "Bonus Period"), Rapid Rewards Shopping<sup>®</sup> Member will earn a one-time bonus of 1,000 Rapid Rewards bonus points on qualifying purchases, in addition to the standard Rapid Rewards points earned from shopping online through Rapid Rewards Shopping. "Qualifying purchases" don't include returns, cancelations, shipping and handling, taxes, gift card, or other cash-equivalent purchases, and certain products that are not eligible for bonus points. Please see the Rapid Rewards Shopping site for [details](#) on product eligibility and other restrictions. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms).

<sup>10</sup> All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](https://www.southwest.com/rrterms).

<sup>11</sup> Effective Aug. 5, 2024, the airline will serve 117 airports.

<sup>12</sup> Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey since Q1 2021

<sup>13</sup> Fulltime-equivalent active Employees

<sup>14</sup> 1973-2019 annual profitability

<sup>15</sup> Southwest's net zero by 2050 goal includes Scope 1, Scope 2, and Scope 3 Category 3

*emissions only and excludes any emissions associated with non-fuel products and services, such as inflight service items.*



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