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# Southwest Airlines® Touches Down as the Official Airline of the SEC with Flights to Get Fans to their Games

*Extra flights added for games, access to SEC Network inflight entertainment, and a new destination that gets fans closer to the action in 2026*

DALLAS, Aug. 27, 2025 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is getting ready for college football season and back again as the Official Airline of the [SEC](#). The airline is helping football fans across the country watch their favorite teams in person by adding flights for game days coupled with access onboard to the SEC Network for those who want to watch the games from a Southwest® flight.

"Southwest Airlines is proud to be back for another year as the official SEC airline," said [Jennifer Bridie](#), Vice President of Marketing at Southwest Airlines. "SEC Football brings people together, and Southwest connects people to what matters most to them, so it is the perfect partnership for us to unite fans. With more flight options to games across our network, and live access inflight, we are thrilled fans can cheer on their team in the air or on the ground."

As the Official Airline of the Southeastern Conference, Southwest has [scheduled](#) 59 flights for 19 games throughout the fall, including [13 SEC games](#). Southwest also [recently announced Knoxville, TN](#), as a destination starting in March for fans celebrating next football season and beyond.

To book upcoming travel for this year's SEC season, please visit [Southwest.com®](#). Follow Southwest Airlines' social channels [@SouthwestAir](#) ([Instagram](#), [Facebook](#), and [LinkedIn](#)) for more of the latest news from the maverick airline.

## **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 117 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 airline <sup>1</sup>. By empowering its more than 72,000<sup>2</sup> People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 140 million Customers carried in 2024. 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](#).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q1 2025

2. Fulltime-equivalent active Employees as of June 30, 2025

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