

September 29, 2025



# FALL FOR SAVINGS: SOUTHWEST AIRLINES' WEEK OF WOW TRAVEL DEALS IS HERE WITH ONE-WAY FARES AS LOW AS \$39

*Book a fall or winter adventure for less and earn more Rapid Rewards® points for future travel*

DALLAS, Sept. 29, 2025 /PRNewswire/ --[Southwest Airlines Co.'s](#) (NYSE: LUV) Week of WOW is back! Starting today through Oct. 2, Customers can book one-way fares as low as \$39 for fall and winter travel from Oct. 21, 2025, to March 4, 2026, along with promotions on Getaways by Southwest™ vacation packages, cruises, hotels, and rental cars. Check out some of the destinations now available to book on [Southwest.com](#)®:

- One-way as low as \$59 nonstop between **Austin** and **Nashville**,
- One-way as low as \$69 nonstop between **Boston** and **Baltimore/Washington (BWI)**,
- One-way as low as \$39 nonstop between **Denver** and **Salt Lake City**,
- One-way as low as \$39 nonstop between **Chicago (MDW)** and **St. Louis**,
- One-way as low as \$39 nonstop between **San Diego** and **San Jose, Calif.**

"Southwest is focused on offering our Customers more choices than ever before," said [Jennifer Bridie](#), Vice President Marketing at Southwest Airlines®. "Our Week of WOW has low fares on hundreds of routes, in addition to deals on cars, hotels, and vacation packages. We're excited to welcome new and returning Customers onboard to experience Southwest's Legendary Hospitality alongside our elevated cabin experience, including assigned seats and extra legroom starting in early 2026."

## Snag a Deal on Fares, a Getaway, and Rental Cars

Customers can shop for promotions on fares, Getaways by Southwest vacation packages, and rental cars at [Southwest.com](#). Some examples of deals, include:

- **Base Fares:** Between Sept. 29 and Oct. 2, 2025, Customers can book one-way flights for as low as \$39 on select continental U.S. and international flights and flights to and from Hawaii for travel from Oct. 21, 2025, to March 4, 2026.<sup>1</sup>
- **Getaways by Southwest:** From Sept. 29 through Oct. 6, 2025, Customers can receive up to \$250 off vacation packages to domestic Getaways destinations and up to \$500 off vacation packages to international Getaways destinations.<sup>2</sup>
- **Rental Cars:** For reservations made from Sept. 29 to Oct. 6, 2025, Customers can rent an SUV for as low as \$54 a day.<sup>3</sup>

## Even More Offers for Rapid Rewards Members—including Free WiFi

The deals don't stop there! From Sept. 29 to Oct. 6, 2025, Customers can receive 2X Rapid Rewards® points with the purchase of any eligible cruise.<sup>4</sup> For hotel stays, Customers can

earn an additional 5,000 Rapid Rewards points and a 5,000 Rapid Reward points discount on a minimum two-night stay.<sup>5</sup> Plus, Rapid Rewards Members can earn up to 600 extra points on car rentals.<sup>3</sup>

And, there is more coming soon! [Free WiFi for all Rapid Rewards Members](#) starts on Oct. 24, 2025.<sup>6</sup> Be sure to enroll now for a free Rapid Rewards account at [Southwest.com](#).

<sup>1</sup> 21-day advance purchase required. Purchase from Sept. 29, 2025 at 12:01 a.m. Pacific Time through Oct. 2, 2025 at 11:59 p.m. PT. Continental U.S. travel and continental U.S. travel to/from Hawaii, international, and San Juan, Puerto Rico valid Oct. 21, 2025 through March 4, 2026. Interisland Hawaii travel valid Oct. 21 through Nov. 18, 2025. by June 5, 2025, for select continental U.S. flights between August 12 and Dec. 17, 2025. Restrictions, exclusions, and blackouts apply. Seats/days/markets limited. Discount applied to pre-government taxes/fees. [Additional fees may apply. See full terms and conditions here.](#)

<sup>2</sup> Up to \$250 off flight+hotel or flight+hotel+car rental vacation pkg to Getaways domestic destinations or \$500 off a flight+hotel vacation pkg to Getaways int'l destinations. Book by 10/6/25. Eligible travel only from 9/30/25-4/30/26. Savings vary & not available on all pkgs. Savings based on 5-night pkg & compared to price of same components booked separately w/out any discounts or rewards. 1-day adv. purch. req'd. Restr., excl., & blkouts may apply. Seats/days/mkts lmted. [Add'l fees may apply.](#) Subject to Getaways by Southwest™ [Terms and Conditions.](#)

<sup>3</sup> Budget SUV offer is available for vehicle pickup between August 18 and Dec. 15, 2025, at participating Budget airport locations in the U.S. Offer valid on any intermediate SUV (group F), standard SUV (group W), standard elite SUV (group S), full-size SUV (group Z), premium SUV (group L), midsize pickup truck (group XD), and full-size pickup truck (group XW). Offer applies to weekend and weekly rates. [View full terms here.](#)

<sup>4</sup> Book your cruise through Southwest® Cruises via [Southwestcruises.com](#) or by calling 800-211-2933 between 12:01 a.m. ET on Sept. 29, 2025 and 11:59 p.m. ET on Oct. 6, 2025, and you'll earn 1 bonus point per eligible \$1 spent for a total of 2 points per eligible \$1 spent on eligible costs of your cruise when combined with the base points offer. Valid on all eligible sailings departing on or before Dec. 31, 2026. [View full terms here.](#)

<sup>5</sup> Limited to reservations made on the Southwest® Hotels website [southwesthotels.com](#) during the booking period between 12:01 a.m. CT Sept. 29, 2025, and 11:59 p.m. Oct. 6, 2025. Stays must be for a minimum of two nights, with check-out on or before March 31, 2026. The bonus is only applicable to selected hotels. [See full terms here.](#)


<sup>6</sup> Where available. Available on WiFi-enabled designated aircraft.

## **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>7</sup>. By empowering its more than 72,000<sup>8</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](#).

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

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

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