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Southwest Airlines Shares LUV With Customers On 'Hidden #FeesDontFly' Day

Other carriers add holiday baggage surcharges as Southwest reminds Customers about Transfarency

DALLAS, Dec. 19, 2015 /PRNewswire/ -- [Southwest Airlines](#) Co. (NYSE: LUV) named Tuesday, Dec. 15 'Hidden #FeesDontFly' Day and reminded Customers that they won't be surprised by hidden fees when it comes to flying Southwest®. While other carriers add bag fee surcharges during the holidays, Southwest continues in its 45-year tradition of up to two bags that fly free (size and weight limits apply), no change fees (though fare differences may apply), and consistently low fares.

"As other carriers tack on outlandish surcharges for what should be considered a normal part of traveling, we reminded folks there's a better, friendlier option," said [Bob Jordan](#), Executive Vice President and Chief Commercial Officer at Southwest Airlines. "December is the season of traveling families and being with those you love. Yesterday, we reminded the world that Southwest values connecting families to what's important in their lives. And, we let them check two bags for free, too."

Southwest reached thousands of Customers on social platforms and engaged with them using the hashtag #FeesDontFly to highlight excessive fees on competing airlines. A handful of Customers were even surprised with both a Visa® gift card to cover hidden fees on other airlines, and a Southwest ticket encouraging them to choose Southwest for a future flight. Check out this [video](#) to see surprised travelers.

'Hidden #FeesDontFly' Day is a continuation of the [TransfarencySM](#) campaign that launched in October. Southwest Airlines coined the term Transfarency to highlight its approach of treating Customers honestly and fairly, with low fares that actually stay low—and no unexpected bag fees, change fees, or hidden fees. The Transfarency philosophy is practiced exclusively by Southwest Airlines, and was created in partnership with GSD&M.

ABOUT SOUTHWEST AIRLINES CO.

In its 45th year of service, Dallas-based [Southwest Airlines](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 48,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued

Partners. Southwest created [Transfarency](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2014 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

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