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Southwest Airlines Honors Its New Orleans Service With State-Themed Tribute, Unveiling Louisiana One Aircraft

Carrier introduces specialty aircraft honoring 39 years of service in Louisiana.

DALLAS, March 7, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) today celebrated the state of Louisiana, thanking Customers and Employees for supporting its 39 years of service in New Orleans with the carrier's latest state-dedicated aircraft—*Louisiana One*—a Boeing 737-700, emblazoned with an artist's rendition of the Louisiana State flag.



"Southwest has been dedicated to the New Orleans community for 39 years," said Gary Kelly, Chairman of the Board and Chief Executive Officer for Southwest Airlines. "I can't think of a better way to show our commitment to the state of Louisiana than with the dedication of *Louisiana One*, honoring our loyal Customers and Employees."

Southwest began service to New Orleans in 1979, marking the airline's first destination served beyond its home state of Texas. Southwest today honored Employees and Customers in true New Orleans fashion with a Mardi Gras-inspired celebration kicked off by local musicians. Kelly unveiled the state-dedicated aircraft during an event held at Louis Armstrong New Orleans International Airport, following a traditional second line band which led community members, partners, Employees and state and local government officials to where *Louisiana One* was secretly positioned.

"This tribute to the Pelican State is a demonstration of our valued partnership with Southwest Airlines," said State of Louisiana Governor, John Bel Edwards. "We are honored that *Louisiana One* will be an ambassador for our great state flying throughout the country."

"We value our long-standing partnership with Southwest Airlines," said the City of New Orleans Mayor, Mike Landrieu. "Together we fly millions of people each year domestically and internationally to one of the most vibrant cities in the United States. We're honored that

our visitors' experience in New Orleans begins and ends with the great people of Southwest."

"Thank you to Southwest Airlines for this grand gesture of your appreciation to New Orleans and the state of Louisiana," said Cheryl Teamer, Chairperson of the New Orleans Aviation Board. "For nearly 40 years, Southwest has demonstrated time and time again their commitment to not only expanding air service in New Orleans, but also to strengthening our community through philanthropic efforts."

"We are truly honored to have Southwest Airlines dedicate the Louisiana One aircraft as a symbol of their commitment to our great state," said Kevin Dolliole, Aviation Director for Louis Armstrong New Orleans International Airport. "As our airport's largest carrier, we are proud of Southwest Airlines' significant growth in our region since beginning service in 1979. This spring, they are adding 3 new flights from New Orleans to Sacramento, San Jose and Cancun. We know this beautiful aircraft is yet another step toward an even stronger partnership between MSY and Southwest in the future."

Southwest began service in New Orleans on Jan. 25, 1979, with one daily nonstop departure to Houston (Hobby). The airline currently operates more than 50 daily nonstop departures to 21 destinations from New Orleans.

Louisiana One joins 11 other 737s in the Southwest fleet that carry unique, state-themed paint schemes: *Arizona One*, *California One*, *Colorado One*, *Florida One*, *Illinois One*, *Lone Star One* (Texas), *Maryland One*, *Missouri One*, *Nevada One*, *New Mexico One* and *Tennessee One*.

For access to *Louisiana One* footage and imagery, visit swamedia.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based Southwest Airlines Co. (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base topping 120 million passengers annually, in recent years. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 100 destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined Transfarency® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the Company operates the largest fleet in the world of Boeing aircraft, all of which are equipped with satellite-based WiFi. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

With a bold new look first unveiled in 2014, Southwest is progressing through a multi-year refresh of its fleet to showcase the carrier's *Heart*: a new logo, aircraft livery, interior design featuring new seats, Employee-designed uniforms, and an updated airport experience, all of which showcase a 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 wherever the carrier serves. With 45 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.

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



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