

A closer look at Southwest Airlines

LEADERSHIP



Gary Kelly
Vice chairman of the board and chief executive officer



Colleen Barrett
President

Herbert (Herb) D. Kelleher

Executive Chairman of the Board. With Rollin King, Kelleher founded Southwest in 1971.



ABOUT THE COMPANY

In 1971, Rollin King and Herb Kelleher get together and attempt to start an airline. They began with the simple notion that if they got their passengers to their destinations on time, at the lowest possible fares, and threw in a little fun, people would fly the new airline. It's been the company's approach since.

1971

The airline began service June 18, with flights to Houston, Dallas and San Antonio.

1977

Southwest carries its 5 millionth passenger, and Southwest stock is listed on the New York Stock Exchange as "LUV."

1992

Wins the "triple crown" airlines award: Best On-time Record, Best Baggage Handling and Fewest Customer Complaints.

2004

Announces its 31st consecutive year of profitability. Launches service to Philadelphia, its 60th airport.

2003 FINANCIAL STATISTICS

Net income:	\$442 million
Total passengers carried:	65.7 million
Total RPMs:	47.9 billion
Passenger load factor:	66.8 percent
Total operating revenue:	\$5.9 billion

U.S. CITIES SERVED BY SOUTHWEST



SOUTHWEST AIRLINES' TOP TEN AIRPORTS

(As Of October 31, 2004)

CITIES	DAILY DEPARTURES	NUMBER OF GATES	NONSTOP CITIES SERVED	ESTABLISHED
Las Vegas	195	19	49	1982
Phoenix	190	21	40	1982
Baltimore/Washington	165	21	36	1993
Chicago Midway	145	19	30	1985
Houston Hobby	139	17	23	1971
Oakland	129	11	13	1989
Dallas (Love Field)	123	14	19	1971
Los Angeles (LAX)	117	12	20	1982
Nashville	86	10	27	1986
San Diego	85	8	12	1982

THE FLEET

Southwest currently operates 415 Boeing 737 jets (as of Oct. 1, 2004)

TYPE	NUMBER	SEATS
737-200	13	122
737-300	194	137
737-500	25	122
737-700*	183	137

BY THE NUMBERS

- ✈ Southwest received 202,357 resumes and hired 908 employees in 2003.
- ✈ In 2003 Southwest served 52.6 million cans of soda, juices and water; 8.7 million alcoholic beverages; 3 million bags of pretzels; 85 million bags of peanuts; and 31.7 million other snacks.
- ✈ Southwest purchased 1.1 billion gallons of jet fuel in 2003.
- ✈ In 2003 Southwest moved 236 million pounds of cargo and mail.
- ✈ The shortest daily Southwest flight is between Austin (AUS) and Houston (HOU) (149 miles). The longest daily Southwest flight is between Philadelphia (PHL) and Oakland (OAK) (2,510 miles).
- ✈ Southwest has approximately 1,000 married couples. In other words, approximately 2,000 Southwest employees have spouses who also work for the company.



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Southwest is also known for colorful paint jobs:



Southwest Airlines is the "Official Airline" of Sea World.