

April 2009 Traffic Increases by 4.1%

Southwest flew 6.5 billion revenue passenger miles (RPMs) in April 2009, a 4.1 percent increase from the 6.3 billion RPMs flown in April 2008. Available seat miles (ASMs) decreased 1.9 percent to 8.5 billion from the April 2008 level of 8.6 billion. The load factor for the month was 77.0 percent, compared to 72.6 percent for the same period last year. In April 2009, our average length of haul was 863 miles, and we flew 96,457 trips.

	APR 09	APR 08	CHG
Customers	8.8 mil	8.8 mil	0.2%
RPMs	6.5 bil	6.3 bil	4.1%
ASMs	8.5 bil	8.6 bil	(1.9)%
Load Factor	77.0%	72.6%	4.4 pts
Avg. Flt. (miles)	863	817	5.6%
Trips Flown	96,457	100,307	(3.8)%

April 2009 passenger revenues per ASM are estimated to be in line with last year, as expected. However, current revenue and booking trends continue to be adversely impacted by the weak economic environment and now also by concerns over the recent H1N1 Swine Flu outbreak. Therefore, the Company currently expects the year-over-year decline in second quarter 2009 passenger revenues per ASM to exceed first quarter 2009's decline of 2.8 percent.

Gary Unveils Operation: Kick Tail Trophy



When we launched the Operation: Kick Tail Program in 2007, Gary promised a trophy for Southwest Employees if we reached each of our annual Company goals. Well, we fell a little short in 2007, but in 2008 we all kicked some serious tail. And Southwest Airlines was:

- #1 in Employee Spirit
- #1 in Customer Service
- #1 in Low Costs

So, at last night's Spirit Party in Las Vegas, Gary (along with the help of a few showgirls) presented the beautiful trophy that reflects how much the extraordinary efforts of all Southwest Airlines Employees were appreciated during 2008. Now let's all go out there and kick more tail!

Where Are My Buddy Passes?

Did you know that a small Team of four Employees in the Central Ticketing Department handles the thousands of passes every quarter for the entire system? With more than 35,000 Employees, this could potentially result in more than 100,000 tickets being issued each quarter, and all the passes go out within a 45-day window. This Team may send out as many as 3,000 passes each day!

We know you are all anxious and excited about receiving your Buddy Passes; however, please refrain from calling or e-mailing the Central Ticketing Department to check on the status of your tickets. Rest assured, the Central Ticketing Department is very aware of how important these passes are to you. Remember, Buddy Passes are generated between the 5th and 21st of the month following the end of the quarter, and processing can take up to 45 days.

Here is a general guideline of expected delivery times each quarter:

- Maintenance, CS&S, Ground Ops – 15th-20th of month following end of quarter
- HDQ, Pilots, Inflight – after the 21st of the month following end of quarter

Thank you for understanding the process and for your patience. For more information about the Buddy Pass program, visit [SWALife >About Me >My](#)

[Preferences >Buddy Pass Info.](#)

New Videos Enhance PCS Efforts

Southwest goes to great lengths to communicate with our Customers—especially to those whose travel plans have been affected by some sort of extraordinary flight or operational problem. In this regard, our Proactive Customer Service (PCS) Communications Team promptly reaches out to the affected Customers with what's called MOM/Merge correspondence in order to apologize for the disruption; explain the circumstances of the event; and invite the Customer back for a better travel experience. Recently, in order to enhance their proactive communication approach, the PCS Team came up with an innovative idea to use online video to explain what happened.

The result of this unique concept is another "first" in the airline industry—in addition to proactively apologizing for flight disruptions, under the right set of circumstances, our Customers will be invited to watch a short/sweet video to help them understand the situation. The PCS and Emerging Media Teams joined forces to produce several videos titled "My Old Man in Maintenance." These educational videos feature Emerging Media Specialist Christi Day and her dad, Maintenance Operations Controller Steve Day, explaining—in a fun, light-hearted way—why and how certain situations happen on our aircraft. These high-quality videos are easy to understand and fun to watch. The first three videos cover Flaps, the Cabin Air Circulation System, and the Hydraulic System. Now, whenever the PCS Team sends MOM/Merge correspondence for these three events, they include a hyperlink to the appropriate video. (The PCS and Emerging Media Teams are currently working on new videos to include with future MOM/Merge correspondence.)

This enhancement to our Proactive Customer Service efforts was just recently launched, and we hope our Customers appreciate and enjoy this creative solution to explaining "what happened." The videos are housed "behind the scenes" on the Southwest Blog, but you can see them now on [SWALife >About SWA >News >SWA TV.](#)