



SOUTHWEST AIRLINES Purpose and Vision



You work for a Company of People, not a Company of products or promises.

You work alongside the best People in the world; People committed to a common Purpose:

To connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

A Purpose much bigger than ourselves.

We can never rest on our laurels, thinking we've arrived.

We must always continue to be hungry and humble—never complacent.

Because more than 100 million Customers rely on us every year to connect them to important events—safely.

It's a pretty sacred responsibility.

Because of you:

A business person can close the deal of a lifetime.

A child from the Heartland can encounter the majesty of the ocean.

A father can hold his daughter for the first time.

And, a daughter can make it home in time to hug her father for the last time.

These experiences are irreplaceable.

Twenty dollars too high or 20 minutes too late and those experiences vanish—forever.

By maintaining our low costs, we are an airline People can afford to fly.

By reliably delivering on our promise, we are an airline People can trust.

By offering friendly Customer Service, we are an airline People can love.

This Purpose—offering air travel that is friendly, reliable, and low-cost—

enables us to offer Customers a better way.

And together, they mean the difference between success and failure.

Between an experience won and a connection lost.

No one connects People better than we do.

You're part of an amazing legacy, and you're the catalyst for an exciting future.

And whether you're on the ground or in the air, in an office or at a gate, what we've created is worth anything and everything to keep, because hardly anyone else has it.

And You do. We do. Together.

Our Vision is to become the World's Most Loved, Most Flown, and Most Profitable Airline.

You inspire and deliver this Vision.

You are the heart of our Purpose.

You are Southwest Airlines.

