

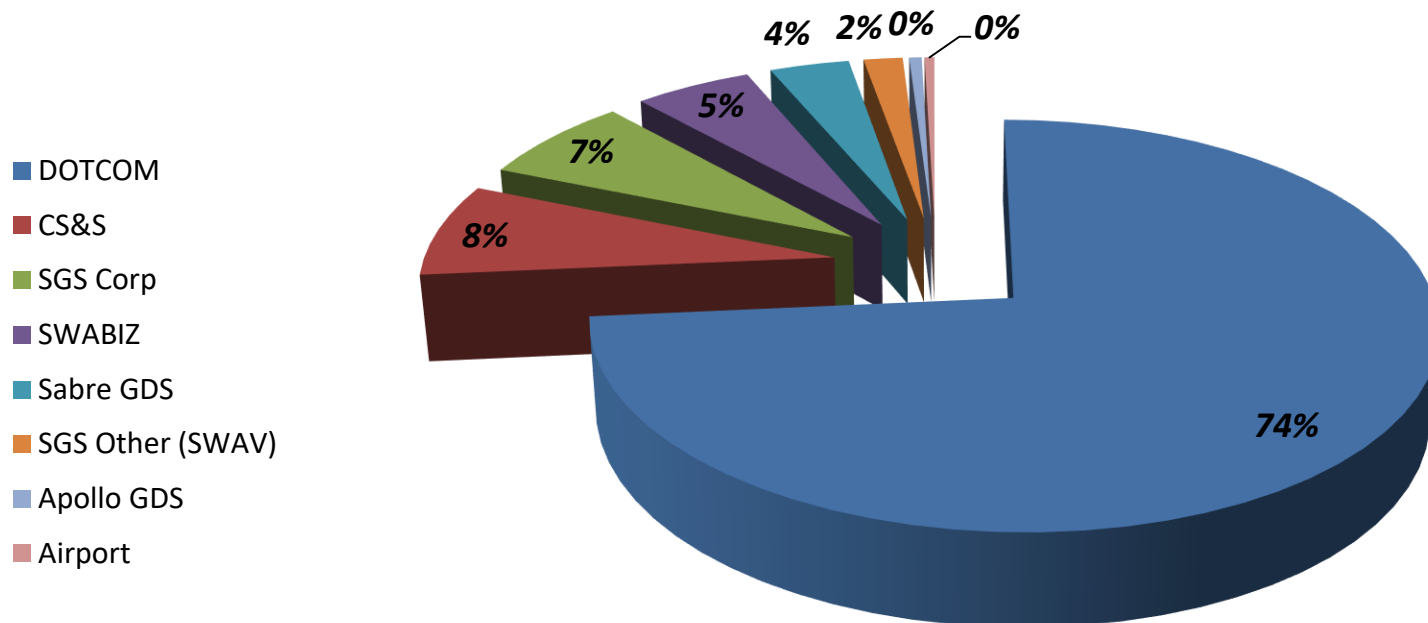


Southwest's Direct Distribution Model is Pro-Competitive and Customer Friendly

95% of Southwest's Passengers Book Direct



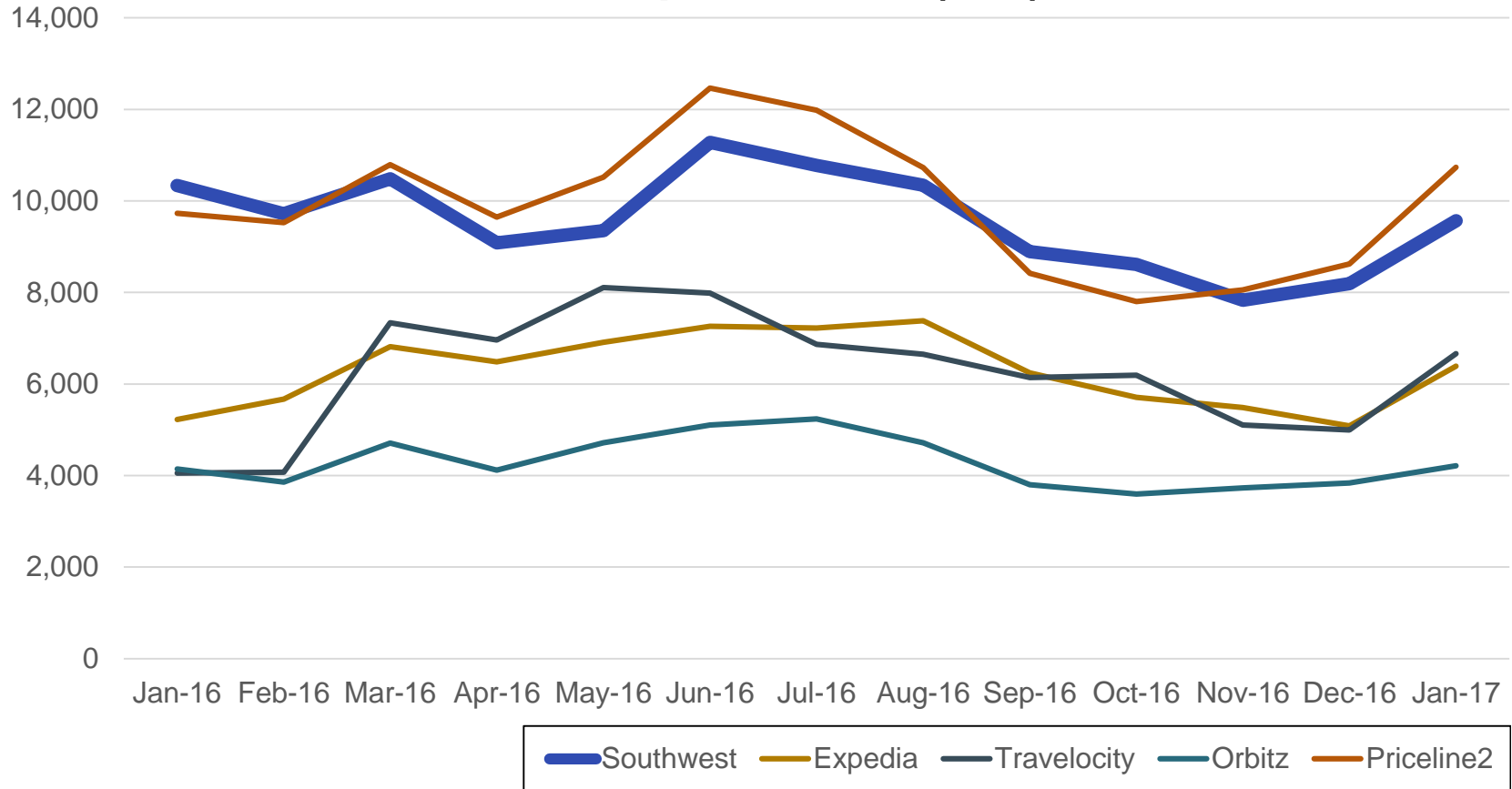
Southwest.com – 74%
Telephone and other direct channels 21%



Southwest.com Rivals the Largest OTAs For Airline Bookings



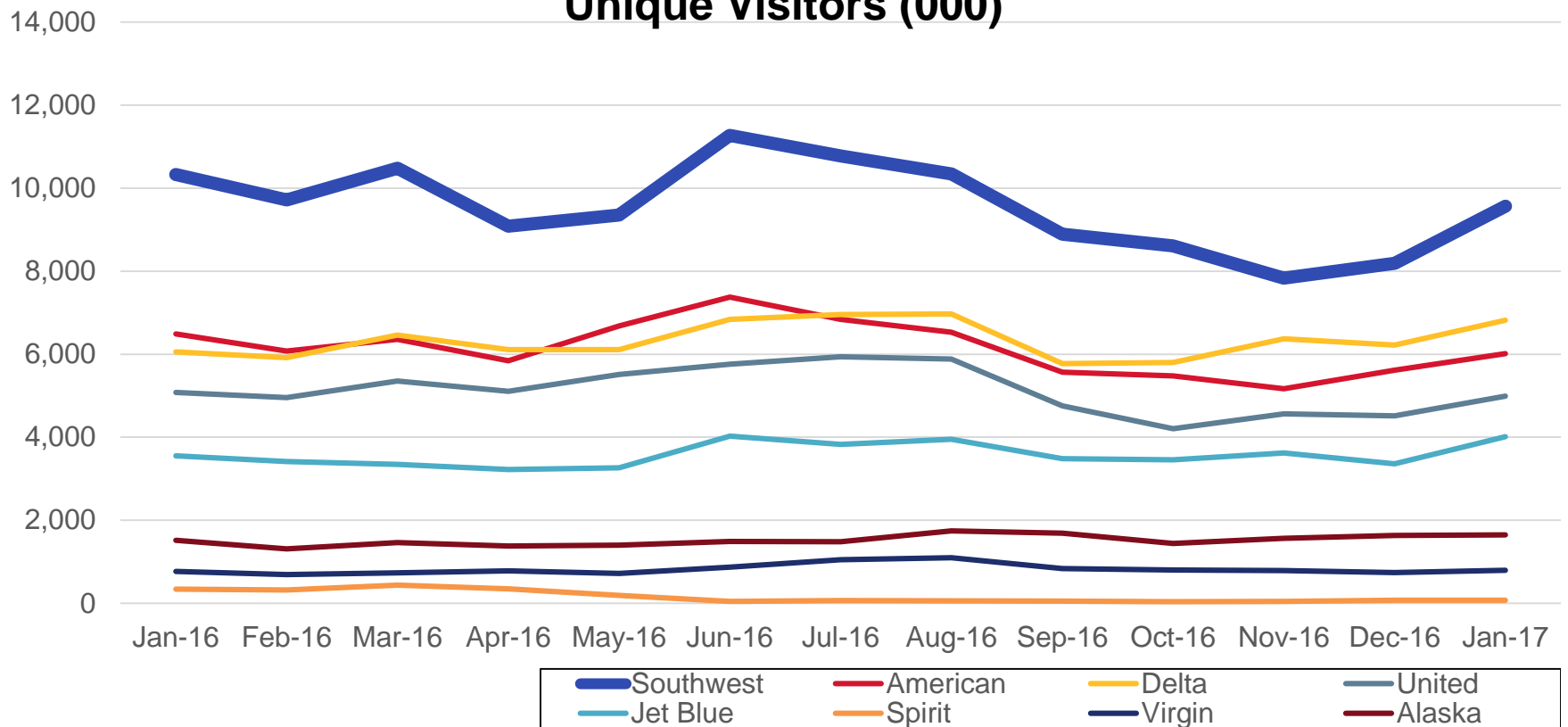
Unique Visitors (000)



Southwest.com Is the Most Visited Airline Website by Far



Unique Visitors (000)



Benefits of Southwest's Direct Distribution Model

- Keeps Southwest's costs and fares low.
- Gives accurate, unbiased, and complete information to consumers.
- Enables direct communication with consumers unfiltered by third parties.
- Efficiently handles customer changes in plans or disruption in operations.
- Gives Southwest control over its own information, prevents manipulation of data by intermediaries.

OTA “Fare Comparisons” Often Misleading or Worthless



BWI – LAS (July 29, 2017)

- Lowest Southwest Fare on Southwest.com: **\$217**

All fares are rounded up to the nearest dollar.


| Depart | Arrive | Flight # | Routing | Travel Time | Business Select \$692 - \$701 | Anytime \$664 - \$673 | Wanna Get Away \$196 - \$440 |
|---------|---------|----------|---------|-------------|----------------------------------|-----------------------------|---------------------------------|
| 6:40 PM | 8:45 PM | 5783 | Nonstop | 5h 05m | <input type="radio"/> \$692 | <input type="radio"/> \$664 | <input type="radio"/> \$217 |

- Lowest Spirit Fare on Travelocity: **\$144**

spirit 7:05p - 9:09p Spirit Airlines 5h 4m Nonstop BWI - LAS **\$144.20** one way **Select**

Flight details and baggage fees ▾ Satisfactory Flights (6.9 out of 10)

Including Added Fees, Spirit's TOTAL Fare Much Higher than Southwest's



| Ticket Price (one-way) | Southwest | Spirit |
|---------------------------------|--------------|--------------|
| BASE Fare | \$217 | \$144 |
| 1 st Checked Bag Fee | \$0 | \$30 |
| 2 nd Checked Bag Fee | \$0 | \$40 |
| Carry-on Bag Fee | \$0 | \$35 |
| Extra per bag in the summer | \$0 | \$2 |
| Fee for printing boarding pass | \$0 | \$10 |
| Fee to pick a seat | \$0 | \$1-\$50 |
| Fees for snacks and drinks | \$0 | \$1-\$15 |
| Fee to change flight | \$0 | \$110 |
| | | |
| TOTAL Fare | \$217 | \$405 |

TransfarencySM

Low fares. Nothing to hide.

Southwest[®]

\$0 to check two bags

\$0 for change fees

\$0 for live tv

+ \$0 for respect and smiles
and maybe a joke or two

= \$0

Our low fares actually stay low.

Spirit Airlines[®]

\$30 to check one bag

\$40 to check another bag

\$35 to carry on a bag

\$2 extra per bag in the summer

\$10 for Spirit to print boarding
pass

+ \$1-\$50 to pick a seat
\$1-\$15 for snacks and drinks
\$110 to change a flight

= \$229

Oof.

Only with Southwest.

Based on data available on the airline's website as of 10/26/15 and the airline's lowest unbundled domestic main cabin fare for Customers without status or for qualified circumstances. (1) checked bag fees shown are those charged at the time the Customer booked the flight. First and second checked bags. Weight and size limits apply. (2) Change fees shown are those charged prior to the day of departure. Fare difference may apply. Live tv, limited time. Where available.

