

# Southwest<sup>®</sup>

## Business

**University of Florida**  
Travel Webinar  
February 27, 2025

# Your Southwest® Business Team



## Senior Account Manager

**Elise Williams** is your main contact at Southwest Airlines®, responsible for fostering our University of Florida travel relationship. Her primary goal is to understand your priorities and become your trusted advisor.



## Sales Analytics Consultant

**Kat Chang** is responsible for providing analytical insights about our partnership, including information on savings opportunities and market share analysis.



## Manager, State & Higher Ed Sales

**Colin Roth** is your Southwest Business Leadership contact for this partnership, who will bring travel program best practices and benchmarking insight to your travel program.



## Senior Manager, State & Higher Ed Sales

**Sam Unell** leads our Higher Education and State Government sales team. She oversees our efforts to grow mutually beneficial partnerships with Customers like you.



For up-to-date system information, including scheduled nonstop and connecting service for any given Southwest® city, please visit [Southwest.com](https://www.southwest.com) > Flight > Route Map.

# Southwest® fare chart

Fare benefits	Business Select®	Anytime	Wanna Get Away <i>plus.</i>	Wanna Get Away <sup>†</sup>
Rapid Rewards® earning formula	<b>12X fare</b>	<b>10X fare</b>	<b>8X fare</b>	<b>6X fare</b>
Two bags fly free <sup>‡</sup>	✓	✓	✓	✓
No fees to change <sup>‡</sup> or cancel <sup>‡</sup>	✓	✓	✓	✓
Flight credit if you cancel (flight credits don't expire) <sup>‡</sup>	✓	✓	✓	✓
Transferable Flight Credit™ for Rapid Rewards Members <sup>‡</sup>	✓	✓	✓	N/A
Same-day confirmed change <sup>‡</sup>	✓	✓	✓	Fare difference may apply
Same-day standby list <sup>‡</sup>	✓	✓	✓	<b>NEW</b> ✓
Refundable <sup>‡</sup>	✓	✓	N/A	N/A
Priority and Express Lanes <sup>‡</sup>	✓	✓	N/A	N/A
Automatic check-in <sup>‡</sup>	A1-A15 Priority boarding	EarlyBird® included	Additional charge	Additional charge
Premium Drink (on flights 176 miles or more) <sup>‡</sup>	✓	Additional charge	Additional charge	Additional charge
Inflight Internet included <sup>‡</sup>	<b>NEW</b> ✓	Additional charge	Additional charge	Additional charge

<sup>†</sup>First and second checked bags. Weight and size limits apply. <sup>‡</sup>Fare difference may apply. <sup>‡</sup>Failure to cancel a reservation at least 10 minutes prior to scheduled departure may result in forfeited travel funds. <sup>‡</sup>Flight credits for non-refundable fares will be issued as long as the flight is cancelled more than 10 minutes prior to the scheduled departure. <sup>‡</sup>Transferable flight credit allows you to transfer your flight credit to another person. Both must be Rapid Rewards® Members and only one transfer is permitted. For bookings made through a Southwest® Business channel, there is a limitation to transfer only between employees within the organization. <sup>‡</sup>On the day of travel, you can switch free of airline charges to another flight with space available departing on the same calendar day between the same origin and destination as your original flight. Wanna Get Away fares are not eligible for free same-day change. <sup>‡</sup>You can list for same-day standby via a Southwest Customer Service Agent at the airport or the Southwest app or mobile web. You will receive a message based on the contact preference selected during booking if you are cleared on the flight. For both same-day change and same-day standby, you must change your flight or request to be added to the same-day standby list at least 10 minutes prior to the scheduled departure of your original flight or the no-show policy will apply. If using the app or mobile web for standby, you must list your name 30 minutes ahead of scheduled departure. Government taxes and fees may apply but you will be refunded. Your original boarding position is not guaranteed. See [Southwest.com/standby](https://www.southwest.com/standby) for more details. <sup>‡</sup>Refundable, as long as you cancel your reservation at least ten (10) minutes prior to the scheduled departure of your flight. If you cancel, you're eligible to receive 100% of your ticket value as a refund to your original form of payment. Southwest® flight credits from a previous reservation that are applied toward a Business Select® or Anytime Fare will be refunded as flight credits. For travel booked with Rapid Rewards® points, if canceled, points will be returned to the Rapid Rewards® account holder who booked the ticket. <sup>‡</sup>Priority lane: This priority lane gets you to the front of the ticket counter faster. A-List or A-List Preferred Members already enjoy the priority lane (where available). Express lane: This security lane gets you through the security line faster. A-List or A-List Preferred Members enjoy this benefit too. <sup>‡</sup>EarlyBird Check-In® means you will automatically be checked in to your flight 36 hours prior to scheduled departure. For Anytime fares purchased between 36 and 24 hours, the boarding position assignment process has begun so this may impact the boarding position assigned to you. If you purchase an Anytime fare within 24 hours of your flight's scheduled departure, you will not receive the EarlyBird Check-In benefit. In an irregular operation situation, the boarding position is not guaranteed. <sup>‡</sup>Flights traveling 175 miles or less only serve water. <sup>‡</sup>Where available. Available only on WiFi-enabled aircraft. Limited-time offer.

# Maximizing the fare value

Differences between Wanna Get Away and Wanna Get Away Plus.

Fare benefits	Wanna Get Away Plus	Wanna Get Away®
Rapid Rewards® <sup>1</sup> earning formula	8X fare	6X fare
Two bags fly free <sup>2</sup>	✓	✓
No fees to change <sup>3</sup> or cancel <sup>4</sup>	✓	✓
Flight credit if you cancel	✓	✓
Transferable Flight Credit™ for Rapid Rewards Members <sup>5</sup> within your organization	✓	N/A
Same-day confirmed change <sup>6</sup>	✓	Fare difference may apply
Same-day standby list <sup>6</sup>	✓	✓

# Rapid Reward® Tiers



	A-List	A-List Preferred	Companion Pass
Priority Boarding	✓	✓	<b>Friends fly free*!</b> Choose one person to fly free* with you every time you purchase or redeem points for a flight.  Benefit lasts for a full calendar year, plus the remainder of the year in which you earned it.
Fly By® priority check-in & security lane access*	✓	✓	
Dedicated phone line	✓	✓	
Free same-day standby**	✓	✓	
Free inflight WiFi***		✓	
Two FREE premium drinks		✓	
Earning Bonus	25%	100%	
Requirement	20 OWs 35K TQPs	40 OWs 70K TQPs	100 OWs or 135,000 QPs

\* Members earn Tier Qualifying Points from revenue flights or through the Premier Chase Cards

\*\* All qualifying activity must be completed within a calendar year to achieve status

\* Does not include taxes and fees from \$5.60 one-way



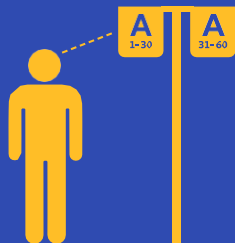
# You're at the gate. Now what?

Our easy boarding process will get you in the air fast.



1

Check boarding pass for group and position.



2

Sit back and relax until your group is called.



3

When your group is called, stand by appropriate column.



4

Board and feel free to choose any open seat.

Want more info? Watch this video: [www.southwest.com/boarding](http://www.southwest.com/boarding) (FPO)

# What's currently not changing?

Keeping the Heart of Southwest Airlines.



## Bags fly free is here to stay.

- Every ticket with us comes with two free checked bags.



## Legendary Customer Service.

- Our world-class Southwest Hospitality.



## No change or cancel fees.

- Never a charge to change or cancel your flight.



## Flight Credits don't expire.

- Regardless of fare type, if you need to cancel your flight, your flight credit won't ever expire.



## Award-winning Loyalty Program with Rapid Rewards.

- Points never expire
- No blackout dates
- Unlimited rewards seats



## Largest domestic carrier.

- Southwest is the nation's largest carrier in terms of originating domestic passengers boarded.



# We're committed to modernizing your Customer Experience in the years to come

Southwest® has launched a two-billion dollar plan to transform the Customer Experience. Visit [Southwest.com/experience](https://Southwest.com/experience) for more information.



## Enhanced WiFi

Upgraded WiFi hardware on our entire fleet for a major boost in bandwidth, delivering speeds up to 10X faster than before.



## Larger overhead bins

All new 737 MAX 8 aircraft being delivered to Southwest feature larger overhead bins.



## In-seat power

In-seat power ports on all new -8 aircraft delivered to Southwest, with plans to add them to our existing -8 and 737-800 planes.



## Digital platform

Continued improvements to our digital platform to improve and simplify self-service options.



## New seats

A refreshed look to our cabins and new seats designed to maximize your comfort will be in our planes starting as early as 2025.



## Airport wayfinding

We have launched new airport signage to make it easier to navigate airport lobbies, and are continuing this rollout in 2024.



## Digital bag tracking

Pre-check your bags and track your checked bags in the mobile app or at **Southwest.com**®.



## NEW! Assigned & Premium Seating

Starting in 2025, we will begin to assign seats and offer premium seating options. More details coming in late September!

\*On flights less than 175 miles, food and beverage service will be limited to water only.

# Customer Preferences

Over time, Customer's seat preferences have evolved.

## Customer preference overview



33,000+ travelers surveyed – our current Customers and other airlines' Customers



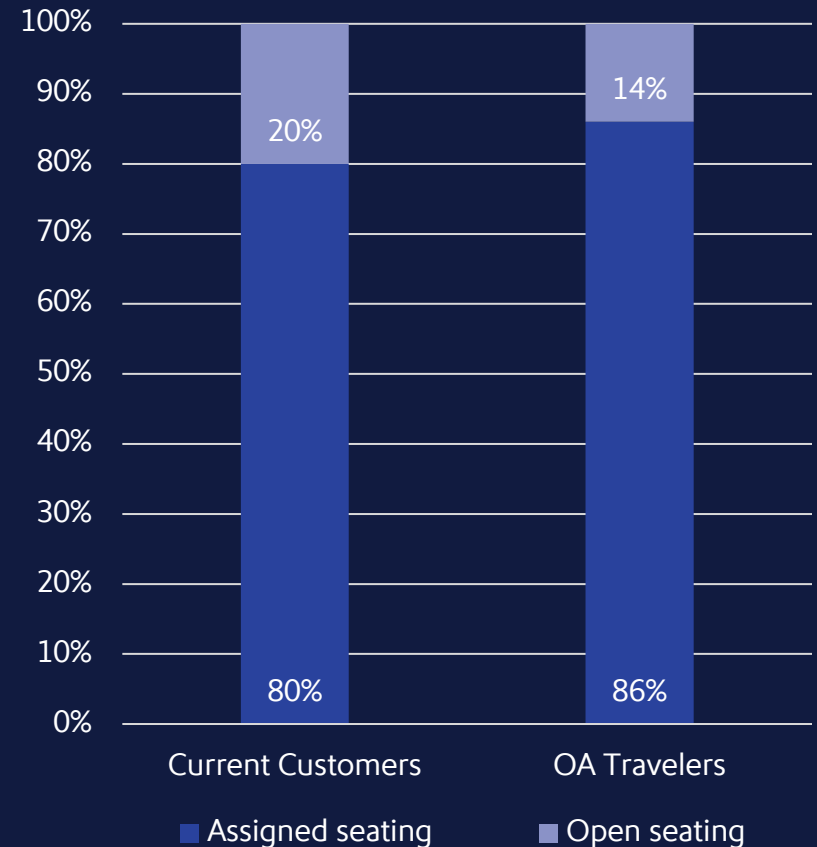
We utilized multiple survey methods



Clear majority preference for assigned seating

## Experiment results

% of responses



# Our transformational journey

Join us on our journey to become an Even Better Southwest.



## **NEW: Assigned seats for an elevated cabin experience.**

- Your seat will be assigned prior to your day of travel.
- Our boarding process will remain the same.
- We will begin selling flights with seat assignments in the second half of 2025 for travel in the first half of 2026.



## **NEW: More horizons on the horizon.**

- First international partnership with **Icelandair**<sup>®</sup>, with the expectation to add at least one additional partner in the next year!



## **More rewards for Tier Members.**

- **NEW:** A-List Preferred Members: ability to select **all available seats at the time of booking**, including extra legroom, at no additional cost.
- **NEW:** A-List Members: ability to select **all standard legroom seats at the time of booking** with the opportunity to choose an extra legroom seat **within 48 hours of departure**, if available, at no additional cost.



Introducing **Getaways by Southwest**<sup>™</sup> in 2025 – an entirely new vacation package offering only Southwest can deliver—with the unmatched, flexible policies you know and love.

For more details on the upcoming changes, visit [Southwest.com/experience](https://Southwest.com/experience)

# University of Florida Benefits | Point of Sale Discounts

August 1, 2024 – July 31, 2025.

Active UF Discounted Airfare					
Origin or Destination	Origin or Destination	Business Select	Anytime	Wanna Get Away & Plus™ (0-7)	Wanna Get Away & Plus™ (10-21)
MCO	ALL	4%	3%	2%	1%
JAX	ALL	4%	3%	2%	1%

## Additional Discount Context

- Eligible on Business Select, Anytime, Wanna Get Away Plus, and Wanna Get Away fares (excluding promotional fares)
- Must book through Concur or World Travel to access discounts

# MCO and JAX Service



# Southwest® Business Meetings vs. Groups

For any additional questions on Southwest Business Meetings or Groups products, please contact your Account Manager.

Program benefits*	Meetings	Groups
Discounted fare	✓	
Group rate		✓
Incentives	✓	✓
Name change requests	✓	✓
Held inventory		✓
Deposit		✓
Reservations	Single	Group
Origins	Multiple	Single
Traveler minimum	25	10

\*Capabilities are subject to the terms and conditions in the applicable Letter of Agreement for the product.

# New Year Loyalty Offer: Live Now!

## Offer Details

- Book and fly within Concur or World Travel to earn bonus points Rapid Rewards points! Travelers can earn up to **30,000** points with this offer.
  1. Book and fly 2 roundtrips (4 one-ways), get **5,000 RR Points**
  2. Book and fly 3 roundtrips (6 one-ways), get **15,000 RR Points**
  3. Book and fly 4 roundtrips (8 one-ways), get **30,000 RR Points**
- Open for all Rapid Rewards members to register. Travelers **MUST** book through Concur or World Travel to earn the promotional bonus points.

## Timing

- Register, Book, and Fly between 1/15 and 4/15/2025
- Travel booked prior to 1/15 will not qualify

**Register NOW: [Southwest.com/2025CPaccelerator](https://Southwest.com/2025CPaccelerator)**



Questions?  
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