



Balfour Capital Group Southwest Airlines

Southwest Airlines is a major U.S. carrier headquartered in Dallas, Texas. Founded in 1967, it pioneered the low-cost carrier model, emphasizing point-to-point service, rapid aircraft turnaround, and a single aircraft type—Boeing 737s—to minimize operational costs. The airline operates over 800 aircraft, serving 117 destinations across the U.S. and select international locations in the Caribbean and Central America. Historically known for its "bags fly free" policy and open seating, Southwest has recently introduced baggage fees and plans to implement assigned seating by 2026, marking a shift towards monetizing ancillary services.

1. Top 5 Competitors

Southwest's primary competitors in the U.S. airline industry include:

1. Delta Air Lines (DAL)
2. American Airlines Group (AAL)
3. United Airlines Holdings (UAL)
4. JetBlue Airways (JBLU)
5. Spirit Airlines (SAVE)

These airlines compete on various fronts, including route networks, pricing strategies, and customer service offerings.

2. Largest Institutional Shareholders

As of the latest filings, the top institutional shareholders of Southwest Airlines are:

- Vanguard Group Inc. – 11.96% ownership
- Elliott Investment Management L.P. – 9.47%
- PRIMECAP Management Company – 8.72%
- State Street Global Advisors – 6.46%
- BlackRock Inc. – 6.16%

3. Management Team

Key members of Southwest Airlines' executive leadership include:

- Robert E. Jordan – President, CEO, and Vice Chairman
- Andrew Watterson – Chief Operating Officer
- Tom Doxey – Executive Vice President & Chief Financial Officer
- Linda Rutherford – Chief Administration Officer (retiring in 2025)



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4. Revenue

For the fiscal year 2024, Southwest Airlines reported:

- Annual Revenue: \$27.5 billion
- Q1 2025 Revenue: \$6.428 billion, a 1.56% year-over-year increase

5. Institutions with Buy Recommendations:

Several financial institutions have recently issued buy ratings for Southwest Airlines:

- Deutsche Bank – Upgraded to "Buy" with a \$40 price target
- Argus – Upgraded to "Buy" with a \$35 price target
- Seaport Global Securities – Maintained "Buy" rating, raising target to \$42

6. Analyst Sentiment Summary

Analyst consensus for Southwest Airlines is currently "Hold," with the following breakdown:

- Buy Ratings: 10
- Hold Ratings: 18
- Sell Ratings: 13

The average price target stands at approximately \$30.47, with a high estimate of \$42 and a low of \$23

7. Insider Buying and Selling (Last 24 Months)

Over the past two years, insider trading activity includes:

- Shares Bought: 4,443,314
- Shares Sold: 1,384,146

Notably, in the last 3 months, insiders purchased shares worth approximately \$937,400.