



Branded Fares Format Overview



At Southwest[®], we love making flying simple and fun for both our Customers and Employees. To help us do just that, please use this document to familiarize yourself with how we use Branded Fares to better support you. We have four fare families (Choice Extra, Choice Preferred, Choice and Basic) and we use industry standard fare pricing structures, including dual RBD and Branded Fares, to present that content to you. These industry standard capabilities allow fare classes to be shared across fare products to offer you more choices when you book!

Get to know our fares.

We offer four fares to get you more out of every flight.

	Basic ¹	Choice	Choice Preferred	Choice Extra
Seat selection	Standard seat in back (assigned at check-in)	Standard seat in back (select at booking)	Preferred seat (or any Standard seat)	Extra Legroom seat (or any seat)
Boarding	Last	General	Early General	Early
New beginning May 28, 2025				
Checked bag ²	\$	\$	\$	Two free checked bags
Rapid Rewards® points ³	2X Fare	6X Fare	10X Fare	14X Fare
No cancel fees ⁴	✓	✓	✓	✓
Refundability ⁵	Non-transferable Flight Credit	Transferable Flight Credit™ ⁶	Refundable	Refundable
Flight credit expiration ⁷	6 mos	12 mos	12 mos	12 mos
Changes ⁸	With fare upgrade	Fare difference	Fare difference	Fare difference
Same-day change/standby ⁹	✗	✓	✓	✓
Free inflight entertainment ¹⁰	✓	✓	✓	✓
Priority/Express Lane ¹¹	✗	✗	✓	✓
Premium drink ¹²	\$	\$	\$	✓
Inflight internet ¹³	\$	\$	\$	✓

All of our fare products have multiple price points and we no longer have dedicated fare classes. Our fares will continue to be filed via ATPCO but to always find the right fare, we recommend shopping by fare family (BUS, ANY, PLU, WGA, etc.) instead of by fare classes (Y, K, L, etc.).

A few key points to remember:

- All fare products can be booked in various fare classes.
- You should not rely solely on the fare class to determine the fare product.
- Branded Fares should be used to find the lowest fare for any fare family.

Brand Name	Brand Code	Example 1	Example 2	Example 3
Basic	WGA	ULAVV2H	JLN7W2H	DLN3W2H
Choice	PLU	FZNUK4Q	GLAVV4Q	NLA0P4Q
Choice Preferred	ANY	ULAVV6B	YLN0P6L	DLN7W6B
Choice Extra	BUS	BLAVV8U	KLN0E8K	LLA0P8L

**Table includes representative examples of changes but does not reflect a holistic view of all possible options.*

Use the following formats, along with pricing modifiers, to shop for Southwest fares in the GDS, however, for more detailed information regarding all available format entries, please consult your GDS Help Desk and/or training materials.



Fare Shop Format: FQ[City Pair][Departure Date]-[Airline Code]

```
FQDALHOU25AUG25-WN«
-----
DFW-HOU      CXR-WN      MON 25AUG25      USD
THE FOLLOWING CARRIERS ALSO PUBLISH FARES DFW-HOU:
AA AC AS B6 CO DL FL NK O2 UA US WS
//SEE FQHELP FOR INFORMATION ABOUT THE NEW FARE DISPLAYS//
7.5 PERCENT TAXES INCLUDED / FT FOR BREAKDOWN-SEE N*/USTAX1
```

```
WN-WNA/WGA - BASIC
WN      DALHOU      25AUG25
      V FARE BASIS      BK      FARE      TRAVEL-TICKET AP      MINMAX      RTG
1      FBAVN2D      F X      95.18 E08JL T01JN 21/1 -/ - 330
                        R19NV
```

```
WN-WNA/PLU - WANNA GET AWAY PLUS
WN      DALHOU      25AUG25
      V FARE BASIS      BK      FARE      TRAVEL-TICKET AP      MINMAX      RTG
84      FBAVN4D      F X      125.18 E08JL T01JN 21/1 -/ - 330
                        R19NV
```

The results are separated by fare families in the fare quote information

Availability: 1[Departure Date][City Pair][Time]¥[Airline Code]

125AUGDALHOU¥WN«																							
25AUG MON DAL/CDT HOU/CDT																							
1	WN	27	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V9	DAL	HOU						
2	WN	19	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V9	DAL	HOU						
3	WN	33	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V9	DAL	HOU						
4	WN	39	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V5	DAL	HOU						
5	WN	7	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V0	DAL	HOU						
6	WN	45	Y9	K9	B9	L0	Q9	H9	W9	R9	O9	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9
												A9	J9	D9	V9	DAL	HOU						

Sell 0[No. of Seats][Class of Service][Segment No.]

01Y1«											
BOOKING STATUS: SEGMENTS ADDED TO PNR											
1	WN	27	Y	25AUG	MON	DAL	HOU	SS1	13:00	14:15	


Pricing Formats:

To price a fare in a specific fare family, use **WPBR[Brand ID]**

WPBRBUS«

16JUN DEPARTURE DATE-----LAST DAY TO PURCHASE 26MAR/11:59 PM

BASE FARE		TAXES/FEES/CHARGES	
1-	USD602.40	USD59.58XT	USD661.98ADT
XT	45.18US	4.30ZP	5.60AY
	602.40	59.58	4.50XF

ADT-1  KLN0E8K

DAL WN NYC602.40KLN0E8K USD602.40END ZPDAL XFDAL4.5

NONTRANSFERABLE

VALIDATING CARRIER - WN

CAT 15 SALES RESTRICTIONS FREE TEXT FOUND - VERIFY RULES

BRANDED FARE /BUSINESS SELECT-BUS

To find the lowest fare in a given fare family, use **WPNCB¥BR[Brand ID]**

WPNCB¥BRANY«

10JUL DEPARTURE DATE-----LAST DAY TO PURCHASE 18MAY/11:59 PM

1-	BASE FARE	TAXES/FEES/CHARGES			
	USD348.26		USD40.72XT	USD388.98ADT	TOTAL: USD388.98
XT	26.12US	4.50ZP	5.60AY	4.50XF	
	348.26		40.72		

ADT-1 HLN0P6B

DAL WN MIA348.26USD348.26END ZPDAL XFDAL4.5

NONTRANSFERABLE

VALIDATING CARRIER - WN

CAT 15 SALES RESTRICTIONS FREE TEXT FOUND - VERIFY RULES

BRANDED FARE /ANYTIME-ANY

1 WN2556H 10JUL S DALMIA SS1 200P 555P /DCWN /E

Alternatively, to price multiple fare brands for a single itinerary, use **WPNCB¥S1*BR[Brand ID]¥S2*BR[Brand ID]**

WPNCB¥S1*BRANY¥S2*BRWGA«

25AUG DEPARTURE DATE-----LAST DAY TO PURCHASE 29MAY/23:59

1-	BASE FARE		TAXES/FEES/CHARGES		TOTAL: USD319.96
	USD269.17		USD50.79XT		
	XT	20.19US 10.40ZP	11.20AY	9.00XF	
	269.17		50.79		

ADT-1 ZLNVH6B FBNVN2D

DFW WN HOU180.63WN DFW88.54USD269.17END ZPDALHOU XFDAL4.5HOU4.5

NONREF/NONTRANSFERABLE

NONTRANSFERABLE

VALIDATING CARRIER - WN

CAT 15 SALES RESTRICTIONS FREE TEXT FOUND - VERIFY RULES

BRANDED FARE /ANYTIME-ANY/BASIC-WGA



Price the lowest flight enter **\$BB**, then click **VIEW** to display branded fares rich content data with prices.

1-FQ@WLA0P4Q					
BKD:PLU-BF5					
ADDITIONAL BRANDS INFO					VIEW
>FQ@WLA0P4Q					
PSGR		FARE	TAXES	TOTAL	PSG DES
FQM 1	USD	275.70	35.28	310.98	ADT
GRAND TOTAL INCLUDING TAXES ****				USD	310.98
**FEE TOTAL					0.00
**PRICE INCLUDING TAXES AND FEES					310.98
FEES BASED ON CURRENT REQUEST-SEE >FO- FOR ALL TICKET FEES					
CARRIER MAY OFFER ADDITIONAL SERVICESSEE >FQ/DASO-					
ADT LAST DATE TO PURCHASE TICKET: 20MAY22 DFW					
ADT TICKETING AGENCY FTS1					

Brands and Ancillaries

BNA>ATL ATL>BNA

DETAILS MATRIX


Friday, 05 September 2025 , ATL 1115A > BNA 1125A | WN 309 operated by Southwest Airlines

☒ **Basic (A)**
Included

☐ **Wanna Get Away Plus (A)**
+29.99 USD

☐ **Anytime (A)**
+89.98 USD

☐ **Business Select (B)**
+139.97 USD

 Currently Selected Basic

96.47

USD INCLUDING TAX

1 ADT 75.52

Your Basic® fare includes:

- Earn 2X Rapid Rewards points on your base fare for qualifying flights.
- 6 months of flight credits can be used toward future flights.
- One carry-on bag
- One small personal item (Must fit under seat.)
- Open seating, so pick a seat, any seat once boarded
- Comfy engineered leather seating
- Free Inflight entertainment available (Bring your own device.)

Ancillaries Additional ancillaries available after booking. Prices are approximate.

First Excess Bag
Varies based on flight

Second Excess Bag
Varies based on flight

Carry On
Included

Seat Selection Once On Board
Included

Snacks/Beverages
Included

Premium Drink
Varies based on flight

ORIGINAL SELECTION INCLUDING TAX
178.96

TOTAL INCLUDING TAX
178.96 USD

All prices are approximate. Additional airline fees may apply.

FARE QUOTE CLOSE



Worldspan Example:

Fare Shop Format: A[Departure Date][City Pair]

>A10JULDALATL-WN

Number of passengers to sell

CARRIER* 10JUL-SU-921A DALATL(DFWATL)

CT ET

AC1

DAL ALTERNATE ADS AFW DFW FTW/ATL ALTERNATE FTY PDK

1	#	WN 2867	Y9 K9 L9 B9 Q9 H9 W9 R9	DALATL-	610A 920A	9	73H	0E	
<>									

Sell the flight: 0[No. of seats][Class of Service][Segment No]

>01Y1

1 WN2867Y 10JUL SU DALATL SS1 610A 920A/O \$ E

Price flight **4PLF**, then click the price highlighted in blue to display branded fares rich content data.

>4PLF

>4PLF(

* NONREF/NONTRANSFERABLE/STANDBY REQ UPGRADE TO Y

* PRICING RULES VALIDATING CARRIER DEFAULT WN

** 10JUL DEPARTURE DATE/ 19MAY IS LAST DATE TO TICKET

TICKET	BASE USD	TX/FEE USD	TKT TTL USD
ADT01	147.33	25.65	172.98
*TTL	147.33	25.65	172.98

*LOWEST FARE

FBC ADT TLNCP2H

ADT DAL WN ATL147.33USD147.33END WN ZPDAL XF DAL4.5

TX 11.05US 4.50ZP 5.60AY 4.50XF

* REBOOK 01/ T *USE 4PLFB

ALL SEGMENTS MUST BE CONFIRMED

CK SEGS BOOKED COMPLY WITH TKTG TL RULE

<<STORE FARE>>

Brands and Ancillaries

BNA>ATL

ATL>BNA

DETAILS

MATRIX


Friday, 05 September 2025 , ATL 1115A > BNA 1125A | WN 309 operated by Southwest Airlines

☒ **Basic (A)**
Included

☐ **Wanna Get Away Plus (A)**
+29.99 USD

☐ **Anytime (A)**
+89.98 USD

☐ **Business Select (B)**
+139.97 USD



Currently Selected

Basic


96.47

USD INCLUDING TAX

1 ADT 75.52


Your Basic® fare includes:


- Earn 2X Rapid Rewards points on your base fare for qualifying flights.
- 6 months of flight credits can be used toward future flights.
- One carry-on bag
- One small personal item (Must fit under seat.)
- Open seating, so pick a seat, any seat once boarded
- Comfy engineered leather seating
- Free Inflight entertainment available (Bring your own device.)





Ancillaries


Additional ancillaries available after booking. Prices are approximate.


 **First Excess Bag**
Varies based on flight

 **Second Excess Bag**
Varies based on flight

 **Carry On**
Included

 **Seat Selection Once On Board**
Included

 **Snacks/Beverages**
Included

 **Premium Drink**
Varies based on flight

ORIGINAL SELECTION

INCLUDING TAX

178.96

TOTAL

INCLUDING TAX

178.96 USD

All prices are approximate. Additional airline fees may apply.

FARE QUOTE

CLOSE

12 of 15

Southwest[®]
Business

amadeus

Fare shop format: FQD[City Pair]/[Departure Date]/A[Airline Code]/FF

```
FQDLGADAL/15JUL/AWN/FF
AA AS B6 DL F9 NK NW SY TZ      TAX INCLUSION ESTIMATED
UA VX                          XY EXCLUDED
                                AY/US/ZP TAX INCLUDED

15JUL21**29JUL21/WN NYCDAL/NLX;WGA
LN FARE BASIS      USD      PEN      DATES      DAYS AP  MIN MAX RTG
01 VLMVW2H         44.48    NRF      -        -      @ -    21@ - - 340
02 VBN7W2H         44.48    NRF      -        -      @ 23  7@ - - 340
03 VLBVW2H         44.68    NRF      -        -      @ -    21@ - - 340
```

You can see the fare families separated in the fare quote information.

Availability: AN[dep date]

```
> an15jundalmcolp
AN15JUNDALMCO1P
** SOUTHWEST AIRLINES TEXAS - AN ** MCO ORLANDO INTL.USFL      25 TU 15JUN  100P
1  WN5653 Y8 X8 K8 /DAL 1 MCO 140P 520P E0/73W N 2:40
2  WN1247 Y9 X9 K9 L9 B9 Q9 H9 /DAL 1 MCO 720P 1055P E0/73W N 2:35
   W9 R9 O9 M9 S9 N9 T9 I9 C9 P9 U9 G8 E8 Z4
3  WN5288 Y9 X9 K9 L9 B9 Q9 H9 /DAL 1 MCO 930P 100A+1E0/73W N 2:30
   W9 R9 O9 M9 S9 N9 T9 I9 C9 P9 U9 G9 E9 Z9 F9 A9 J9 D9 V9
4  WN 427 Y9 X9 K9 Q9 H9 W9 R9 /DAL 1 MCO 305P 830P E1/73W N 4:25
   O9 M9 S8 N4 T1
5  WN3123 Y9 X9 K9 L9 B9 Q9 H7 /DAL 1 MCO 1255P 635P E1/73W N 4:40
6  WN4184 Y9 X9 K9 L9 B9 Q9 H9 /DAL 1 MCO 230P 840P E1/73H N 5:10
   W9 R5
```

Sell: SS[No. of seats][Class of Service][Segment No]

```
> ss1y3
--- SFP ---
RP/DALWN01GP/
1  WN5288 Y 15JUN 2 DALMCO HK1 1 930P 100A+1 73W E0
   SEE RTSVC - TRAFFIC RESTRICTION EXISTS
2 RM NOTIFY PASSENGER PRIOR TO TICKET PURCHASE & CHECK-IN:
   FEDERAL LAWS FORBID THE CARRIAGE OF HAZARDOUS MATERIALS -
   GGAMAUSHAZ/S1
```

Pricing Format: FXP/FF-[Brand code]

```
FXP/FF-ANY

01 SALLY/SMITH

LAST TKT DTE 24MAR21/23:59 LT in POS - SEE ADV PURCHASE
-----
      AL FLGT  BK   DATE  TIME  FARE BASIS      NVB  NVA  BG
DFW
LAX WN  1001 Y    15APR 1415  YLN0P6L                2P

USD    514.03      15APR21DFW WN LAX514.03USD514.03END
      ZP DAL4.30XT USD 4.30-ZP USD 4.50-XF DAL
USD      5.60-AY    4.50
USD     38.55-US
USD      8.80-XT
USD     566.98
FARE FAMILIES:      (ENTER FQFn FOR DETAILS, FXY FOR UPSELL)
FARE FAMILY:FC1:1:ANY
FXU/TS TO UPSELL BUS FOR 32.01USD
BG CXR: WN
PRICED WITH VALIDATING CARRIER WN - REPRICE IF DIFFERENT VC
```

This will price out the segment listed in the fare family noted in the format.

To price and book the lowest fare for a given brand, use **FXL/FF[Brand ID]**

```
FXL/FF-WGA

01 SMITH/JONES
LOWEST PRICE IS AVAILABLE
LAST TKT DTE 22MAY21/23:59 LT in POS - SEE ADV PURCHASE
-----
      AL FLGT  BK   DATE  TIME  FARE BASIS      NVB  NVA  BG
DFW
ORL WN  5288 V *  15JUN 2130  VLNVR2H                27MAY31AUG 2P

USD    60.07      15JUN21DFW WN ORL60.07USD60.07END
      ZP DAL4.30XT USD 4.30-ZP USD 4.50-XF DAL
USD      5.60-AY    4.50
USD      4.51-US
USD      8.80-XT
USD     78.98
FARE FAMILIES:      (ENTER FQFn FOR DETAILS, FXY FOR UPSELL)
FARE FAMILY:FC1:1:WGA
FXU/TS TO UPSELL ANY FOR 38.00USD
BG CXR: WN
PRICED WITH VALIDATING CARRIER WN - REPRICE IF DIFFERENT VC
```

To view brand upsells, use **FXY[Segment No.]**

```
> fxy1

FXY1
ENTER FXUn TO BOOK FARE (E.G. FXU2 TO BOOK FARE2) OR SEE HEFXY
===== CURRENT =====
FARE 1 - 78.98  USD
    PTC ADT - P1
    FC1 : S1 - WGA
===== UPSSELLS =====
FARE 2 - 116.98  USD
    PTC ADT - P1
    FC1 : S1 - ANY
-----
FARE 3 - 156.98  USD
    PTC ADT - P1
    FC1 : S1 - BUS
```

More information, including additional formats, is available and can be found by contacting your GDS Help Desk.

Thanks for choosing Southwest Airlines!