

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]

```
FODALHOU25AUG25-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 FOHELP 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
                                                            RTG
     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]

12	125AUGDALHOU¥WN«																												
25	AUG MON	DAL/CDT	HOU	J/C[T																								
1	WN	27	Υ9	К9	В9	L0	Q9	Н9	W9	R9	09	М9	S9	N9	Т9	19	C9	P9	U9	G9	E9	Z9	F9	Α9	J9	D9	V 9	DAL	HOU
2	WN	19	Υ9	K9	В9	L0	Q9	Н9	W9	R9	09	М9	S9	N9	Т9	19	C9	P9	U9	G9	E9	Z9	F9	Α9	J9	D9	V9	DAL	HOU
3	WN	33	Υ9	К9	В9	L0	Q9	Н9	W9	R9	09	М9	S9	N9	Т9	19	C9	P9	U9	G9	E9	Z9	F9	Α9	J9	D9	V 9	DAL	HOU
4	WN	39	γ9	К9	В9	L0	Q9	Н9	W9	R9	09	M9	S9	N9	T9	I9	C9	P9	U9	G9	E9	Z9	F9	Α9	J9	D9	V 5	DAL	HOU
5	WN	7	γ9	К9	В9	L0	Q9	Н9	W9	R9	09	M9	S9	N9	T9	19	C9	P9	U9	G9	E9	Z 9	F9	Α9	J9	D9	V0	DAL	HOU
6	WN	45	Υ9	К9	В9	L0	Q9	Н9	W9	R9	09	M9	S9	N9	T9	19	C9	P9	U9	G9	E9	Z9	F9	Α9	J9	D9	V9	DAL	HOU

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

01	Y1«						
ВО	OKING STATU	S: SEGM	ENTS A	ADDED TO PNI	₹		
1	WN	27	Υ	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

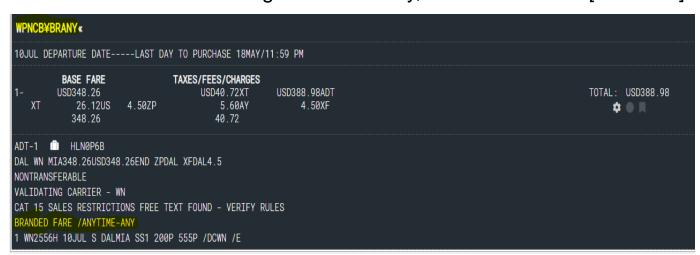
16JUN DEPARTURE DATE-----LAST DAY TO PURCHASE 26MAR/11:59 PM

BASE FARE TAXES/FEES/CHARGES

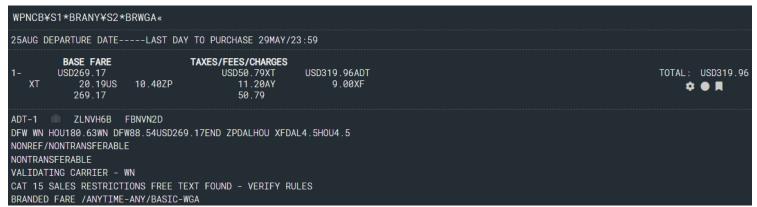
1- USD602.40 USD59.58XT USD661.98ADT
XT 45.18US 4.30ZP 5.60AY 4.50XF
602.40 59.58

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]

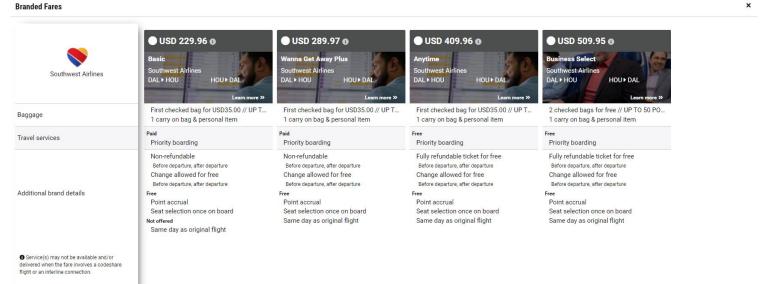


Alternatively, to price multiple fare brands for a single itinerary, use **WPNCB¥S1*BR[Brand ID]¥S2*BR[Brand ID]**





Rich Content example:



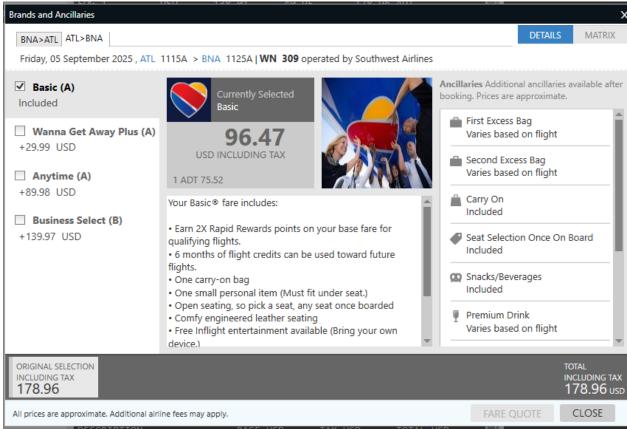
CLOSE SAVE PRICE





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









Worldspan Example:

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



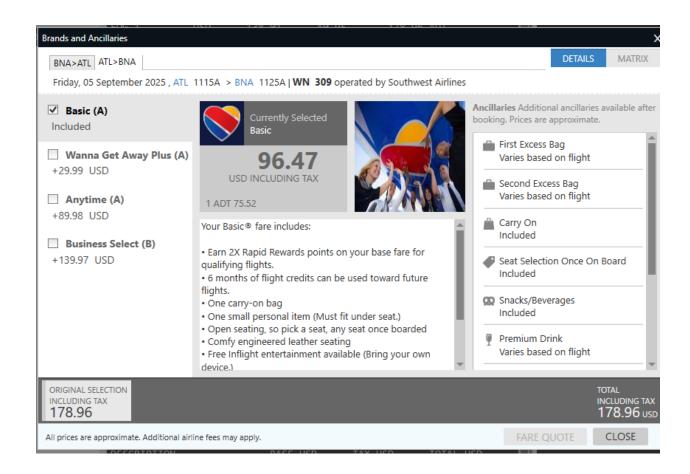
Sell the flight: 0[No. of seats][Class of Service][Segment No]

```
>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
* NONREF/NONTRANSFERABLE/STANDBY REQ UPGRADE TO Y
* PRICING RULES VALIDATING CARRIER DEFAULT WN
** 10JUL DEPARTURE DATE/ 19MAY IS LAST DATE TO TICKET
           BASE USD
TICKET
                                   TX/FEE USD
                                                    TKT TTL USD
                                        25.65
ADT01
           147.33
                                                         172.98
            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>>
```





amadeus

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

```
FQDLGADAL/15JUL/AWN/FF
   AS B6 DL
              F9
                                      TAX INCLUSION ESTIMATED
   VX
                                      XY EXCLUDED
UΑ
                                      AY/US/ZP TAX INCLUDED
15JUL21**29JUL21/WN NYCDAL/NLX; WGA
LN FARE BASIS USD
                                 DATES
                                           DAYS AP
                                                    MIN MAX RTG
01 VLMVW2H
                 44.48 NRF
                                                21@
                 44.48 NRF
                                                7@
                                                            340
02 VBN7W2H
                                             23
03 VLBVW2H
                 44.68 NRF
                                                210
                                                            340
```

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

Availability: AN[dep date]

```
an15jundalmco1p
AN15JUNDALMCO1P
** SOUTHWEST AIRLINES TEXAS - AN ** MCO ORLANDO INTL.USFL
                                                         25 TU 15JUN 100P
    WN5653 Y8 X8 K8
                             /DAL 1 MCO 140P 520P E0/73W N
    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
    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
    WN 427 Y9 X9 K9 Q9 H9 W9 R9 /DAL 1 MCO
                                         305P 830P E1/73W N
                                                                     4:25
           09 M9 S8 N4 T1
   WN3123 Y9 X9 K9 L9 B9 Q9 H7 /DAL 1 MCO 1255P 635P E1/73W N
                                                                    4:40
    WN4184 Y9 X9 K9 L9 B9 Q9 H9 /DAL 1 MCO 230P 840P E1/73H N
                                                                     5:10
```

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

```
> ssly3
--- 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
     5.60-AY 4.50
USD
USD 38.55-US
      8.80-XT
USD
    566.98
              (ENTER FQFn FOR DETAILS, FXY FOR UPSELL)
FARE FAMILIES:
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
      5.60-AY 4.50
USD
       4.51-US
      8.80-XT
USD
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.]

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

Thanks for choosing Southwest Airlines!

