



Edition 3

March 2025

Southwest Airlines - [LUV]



Southwest

LUV Stock Breakdown

Dividend Yield	2.32%
Sector	Industrials
Industry	Airlines
EWM Initial Buy	9/18/2024
Closing Price on 9/18/2024	\$28.75
EWM Price Target	\$48

*As of 3/1/2025

Did you know?

- 97% of Southwest's revenue is generated through U.S. domestic flights.
- Employees own a significant portion of the company through their stock purchasing program.
- Southwest's heart logo symbolizes the company's commitment to customer service and hospitality.

Economic Influence

We believe consumers have prioritized travel even in the face of inflation over the past 2 years.

Fundamental Factors

Southwest's revenue continues to increase compared to the previous year's quarter.

Technical Support

Based on the chart above, our analysis suggests the price has turned higher, is making higher lows and we could see a potential breakout in the near future.

Industry Indicators

The airlines index (GSPA) has outperformed the S&P 500 (SPY) by about 45% from August 1, 2025, to March 3, 2025.

Company Profile

- Southwest was founded in 1967 in San Antonio, TX.
- Headquartered in Dallas, TX.
- Owns and operates 803 airliners as of 12/31/24.

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