87R8111 BPG-D

By:  Craddick H.C.R. No. 70

CONCURRENT RESOLUTION

WHEREAS, Southwest Airlines is celebrating its 50th anniversary in 2021; and

WHEREAS, In 1967, Herb Kelleher and Rollin King founded the company with a concept simple enough to fit on a cocktail napkin; they envisioned a triangle connecting Dallas, Houston, and San Antonio, and after victories in court against challenges by competitors, Southwest carried its first passengers on June 18, 1971; two years later, despite a fare war waged against its Dallas-Houston route, it turned its first annual profit; it soon began service to Harlingen in the Rio Grande Valley and bought its fifth Boeing 737; in 1976, it received permission to fly to Austin, Corpus Christi, El Paso, Lubbock, and Midland, and by the end of the following year, it owned a fleet of ten 737s; and

WHEREAS, Airline deregulation in 1979 allowed Southwest to begin an era of rapid expansion, although the Wright Amendment limited flights from its Dallas Love Field airport hub to states bordering Texas; as the carrier grew, it maintained its core values of low fares and good customer service; it added its 60th destination in 2003, and that year, it flew over 65 million passengers; in the middle of the decade, it launched service in Denver, Colorado, which became an important base of operations; it also finally won the ability to offer connecting and one-stop direct flights from Dallas Love Field across its entire system; and

WHEREAS, In 2011, Southwest closed on its acquisition of rival AirTran Airways and also received permission from the U.S. Department of Transportation to fly internationally; it has continued to move into new markets, including Central America, the Caribbean, and in 2019, Hawaii; and

WHEREAS, Since its inception, Southwest has contributed to the economic prosperity of the Lone Star State, and today, as one of the nation's largest airlines, it plays an increasingly significant role as a valued corporate citizen; now, therefore, be it

RESOLVED, That the 87th Legislature of the State of Texas hereby commemorate the 50th anniversary of Southwest Airlines and extend to all those associated with the company sincere best wishes for continued success; and, be it further

RESOLVED, That an official copy of this resolution be prepared for the corporation as an expression of high regard by the Texas House of Representatives and Senate.