

New Year, New Southwest Offer ^[1]

January 23, 2026 by [Staff](#) ^[2]

Employees who book and travel for work with Southwest Airlines between January 15 and April 15 of this year could earn up to **7,500 Rapid Rewards® bonus points!** Registration is required ^[3] for eligibility, and bookings must be made in Concur or with a Christopherson Business Travel (CBT) agent directly within the promotional dates listed.

Employees could also **earn a promotional Companion Pass® to bring a designated friend** to fly with you free of airline charges (does not include taxes and fees from \$5.60 one-way) when you purchase or redeem points for a flight for travel between 5/1/2026 - 7/31/2026.

Here's how:

- **Book and fly two qualifying round trip flights (or four qualifying one-way trip flights):**
Earn 5,000 Rapid Rewards bonus points
- **Book and fly four qualifying round trip flights (or eight qualifying one-way trip flights):**
Earn a total of 7,500 Rapid Rewards bonus points, PLUS promotional Companion Pass valid 5/1-7/31/2026.

There's never been a better time to be a tier member. A-List Members enjoy free checked bag benefits and can select an available Preferred seat at booking, upgrade to an available Extra Legroom seat, and so much more. A-List Preferred Members enjoy all the benefits of A-List, plus the ability to select an Extra Legroom seat at booking at no extra cost.

Check out all the benefits ^[4] you can land with tier status. Register at <https://www.southwest.com/NYLO2026> ^[3].

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^[3] <https://www.southwest.com/loyalty/myaccount/promotion-detail?id=2-5HB9J7KG>

^[4] <https://www.southwest.com/customer-enhancements/assigned-seating#tier-benefits>