

University of Kentucky travelers,

Unlock the A-List life, plus 20K bonus points.

Make your next trip work for you.

Now through 10/31, you can earn **promotional A-List status** (valid through 12/31/2026), plus **20,000 Rapid Rewards® bonus points**, when you fly for business.* Simply register, then book through your company's preferred eligible booking channel (**Concur/SWABIZ**) and fly qualifying flights.

Here's how it works:

- Book and fly **2** qualifying round trip flights (4 qualifying one-way flights): earn promotional A-List status valid through 12/31/26.
- Book and fly **4** qualifying round trip flights (8 qualifying one-way flights): earn promotional A-List status valid through 12/31/26 plus 20,000 Rapid Rewards bonus points.

A-List Members enjoy exclusive perks, such as:

- One free checked bag¹
- Early boarding in Group 1²
- The ability to select an available Preferred seat at booking³
- The option to upgrade to an available Extra Legroom seat within 48 hours of departure at no extra cost⁴

[Click here](#) to learn more about what you can unlock with promotional A-List status.

Already have status? You can still earn the 20,000 Rapid Rewards points by flying 4 qualifying round trip flights (or 8 qualifying one-way flights).

Get started by registering today!

Register now at Southwest.com/2026BizOffer

Disclaimers

All Rapid Rewards® rules and regulations apply.

¹Free checked baggage: Bag fees apply to Basic, Choice, and Choice Preferred fares. Choice Extra fares and Rapid Rewards® A-List Preferred Members receive two free checked bags. A-List Members and Rapid Rewards Credit Cardmembers only receive their first checked bag for free. Checked bag benefits do not apply on flights booked with a partner carrier. Weight and size limits apply. Additional allowances, benefits, and/or exceptions may apply. [Learn more.](#)

²Boarding benefit: Our Rapid Rewards® A-List Preferred and A-List Members receive a boarding benefit based on seat type and seat location. A-List Preferred Members board before Group 1. A-List Members board in Group 1.

³Preferred seat selection at booking: When available, A-List Members will be able to select a Preferred or a Standard seat at the time of booking, or up to 60 minutes prior to a flight's scheduled local departure time. If no Preferred or Standard seat is available, A-List Members will be assigned a seat in accordance with the fare rules of the ticket purchased. When available, A-List Members will be able to select Preferred or Standard seats for up to 8 additional Passengers on the same reservation as the A-List Member, allowing for a total of 9 Preferred or Standard seats. If the A-List Member is removed from the reservation and there is no tier Rapid Rewards® Member or primary Cardmember with the same or greater seating benefits, all seating selections for that reservation will be released and seats will be assigned in accordance with the fare rules of the ticket purchased. Benefits may not apply on itineraries booked with partner airlines. A-List Members should allow up to 14 days for tier status to be updated in their Rapid Rewards account to be eligible for this benefit. Rapid Rewards account and A-List status must be open and in good standing when selecting a Preferred or Standard seat. If your Rapid Rewards account or A-List status is closed or not in good standing before or at the time of travel, the seat selection will be released. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rterms](https://www.southwest.com/rterms).

⁴Extra Legroom Seat Upgrade at 48 Hours Prior to Departure: When available, A-List Members will be able to upgrade to an Extra Legroom seat within 48 hours prior to flight departure for themselves and up to 8 additional Passengers on the same reservation, allowing for a total of 9 Extra Legroom seats. If the A-List Member is removed from the reservation and there is no tier Rapid Rewards® Member or primary Cardmember with the same or greater seating benefits, all seating selections for that reservation will be released and seats will be assigned in accordance with the fare rules of the ticket purchased. Benefits may not apply on itineraries booked with partner airlines. A-List Members should allow up to 14 days for tier status to be updated in their Rapid Rewards account to be eligible for this benefit. Rapid Rewards account and A-List status must be open and in good standing when selecting a Preferred or Standard seat. If your Rapid Rewards account or A-List status is closed or not in good standing before or at the time of travel, the seat selection will be released. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rterms](https://www.southwest.com/rterms).