

The

Burnout

Report by Southwest® 

Southwest® has always been committed to giving everyone the best hospitality in the skies.

So, to better understand travelers, we asked 2,001 Americans what's really going on. The answer was clear: **everyone is burned out.**

Through our research, we know what helps: taking real trips. **The good news?** We're pretty good at helping you do just that.

TL;DR Too burned out to read the whole report? We get it. Here's the main takeaway.

People **aren't** taking enough time off to recharge. Southwest® wants you to **take charge** of the time you have and **Enter Airplane Mode**.

Boost your vacation planning.

Dream of somewhere you've never been with our over 100 destinations to choose from.

Make the most of your time.

It takes about 5 days to feel relief from burnout. With no change or cancel fees* you have the flexibility to add days to your trip.

Start vacation sooner.

As the LUV® Airline, we're all about making the most of every step of the journey. Start that book or reunite with friends as soon as you arrive at the airport.



*Fare difference may apply. Basic fare roundtrip bookings must be canceled or upgraded. Cancel 10+ minutes before departure to avoid forfeiture of travel funds.

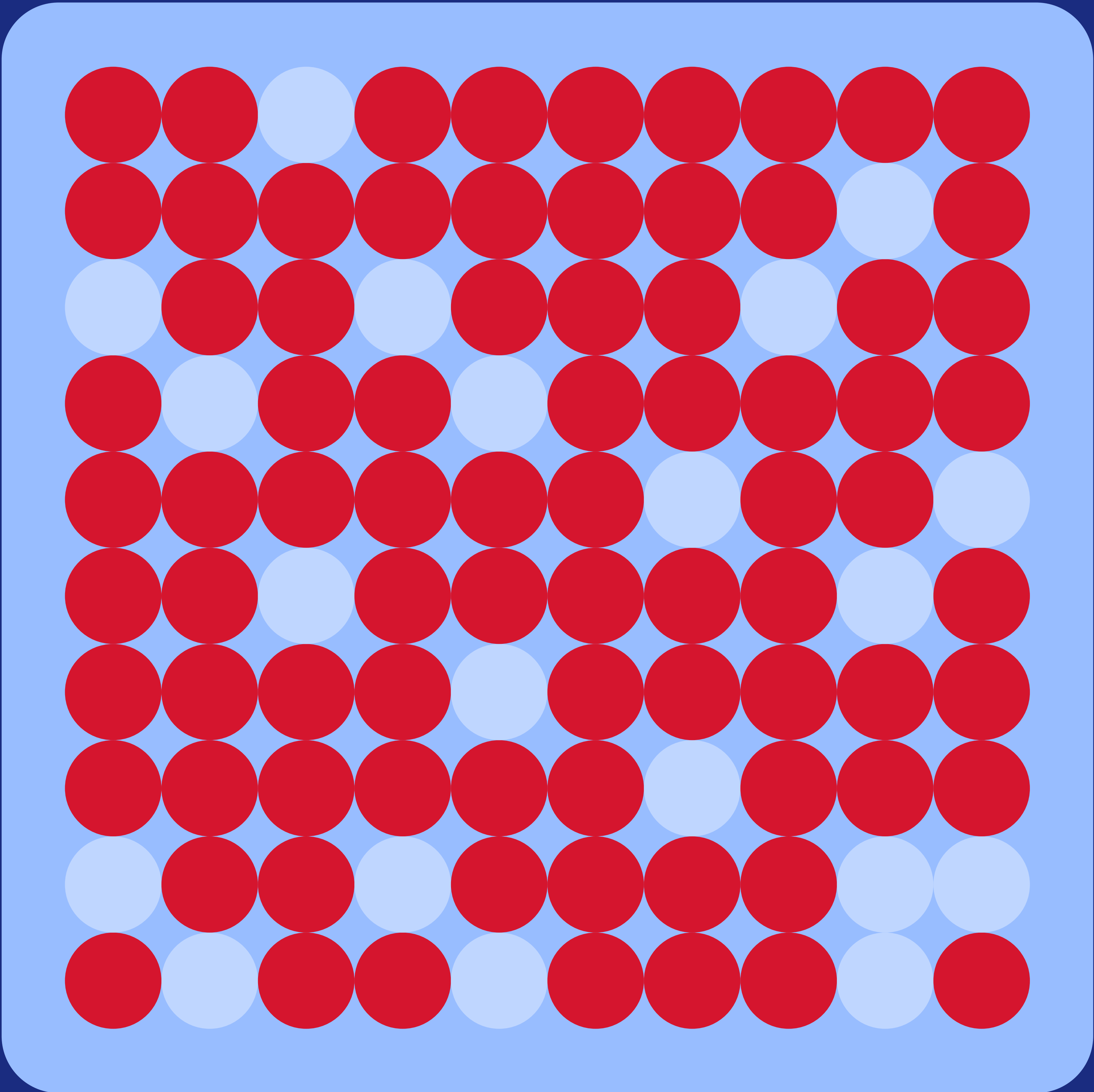
01. WHAT WE KNOW

America—
we're overdue
for a break.

America is burned out[★].
76% of us, to be exact.

[★]Burnout is defined as a state of emotional, mental, and/or physical exhaustion caused by ongoing stress. This could be stress from a job and/or your personal life.

80% feel burned out at least once a month.



Somewhere along the way,
it's become the norm.

...

[Advice] I'm addicted to optimizing and doing the "right" thing to the point where it's counterproductive and I get nothing done.

Crashing out: how gen Z adopted the perfect term for our unstable era

Overwhelmed by stress and social media, young people are finding new language to describe the inevitable irritation and anger that ensue ...

Burned out and going nowhere: the American worker is too mentally drained to even look for a new job

As the
LUV[®] Airline,
**we wanted
to help.**

So we dug deeper and created this report to uncover why everyone's burned out and what Southwest can do about it.

We went straight to the source.

2,001 Americans aged 18–64
answered questions like:

How often do you
feel burnout?

What's causing
your burnout?

How do you recover
from burnout?

How much PTO
are you using?

How do vacations help
with burnout?

What are the
barriers to taking
vacation?

Quotas for gender, age, and household income mirror U.S. census data. Sample targeting and data weighting were also used to more accurately represent ethnicity and U.S. census regions.

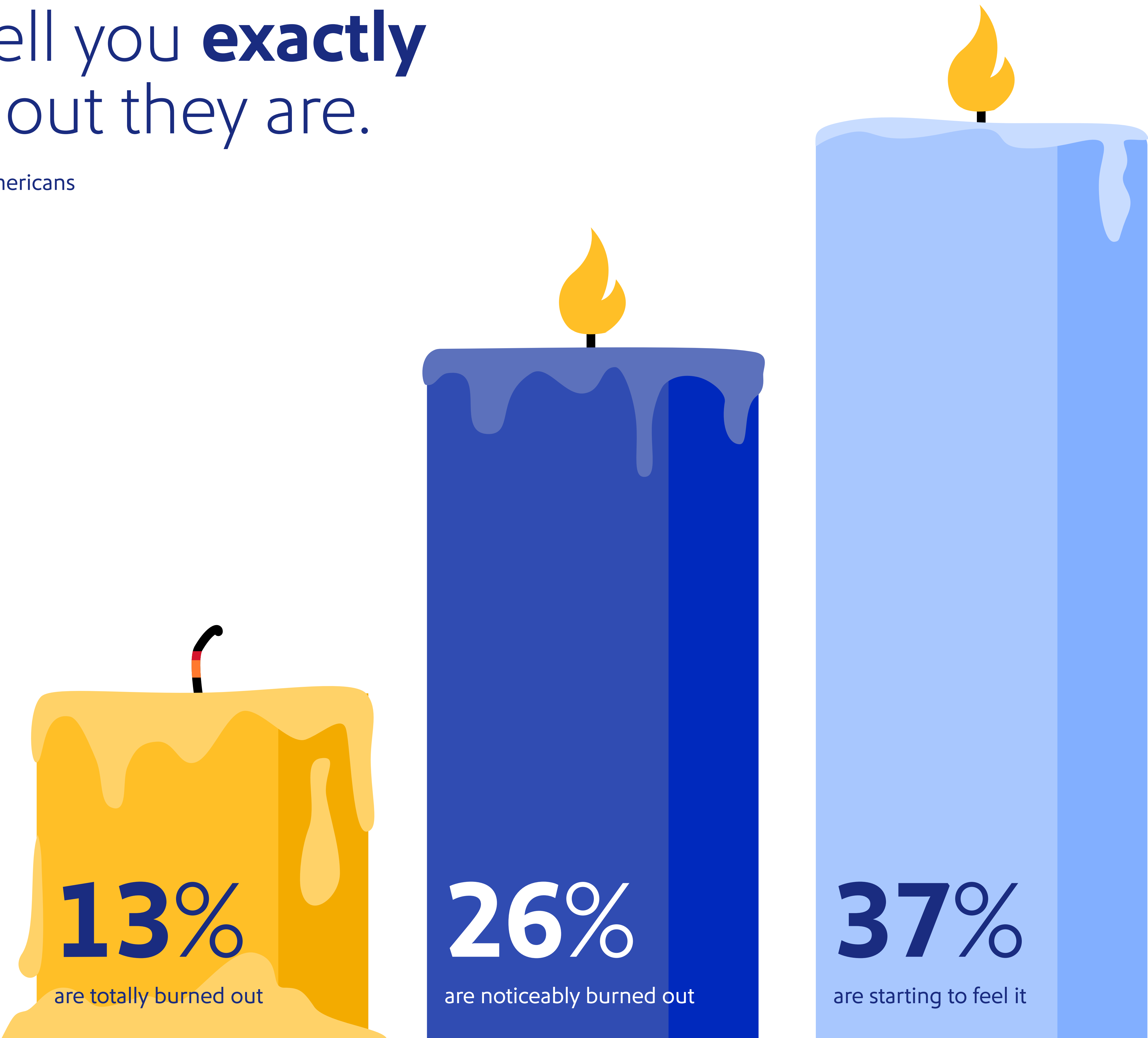
02. WHAT WE FOUND

There's a
disconnect.

People know they should be taking trips, but aren't taking the time off.

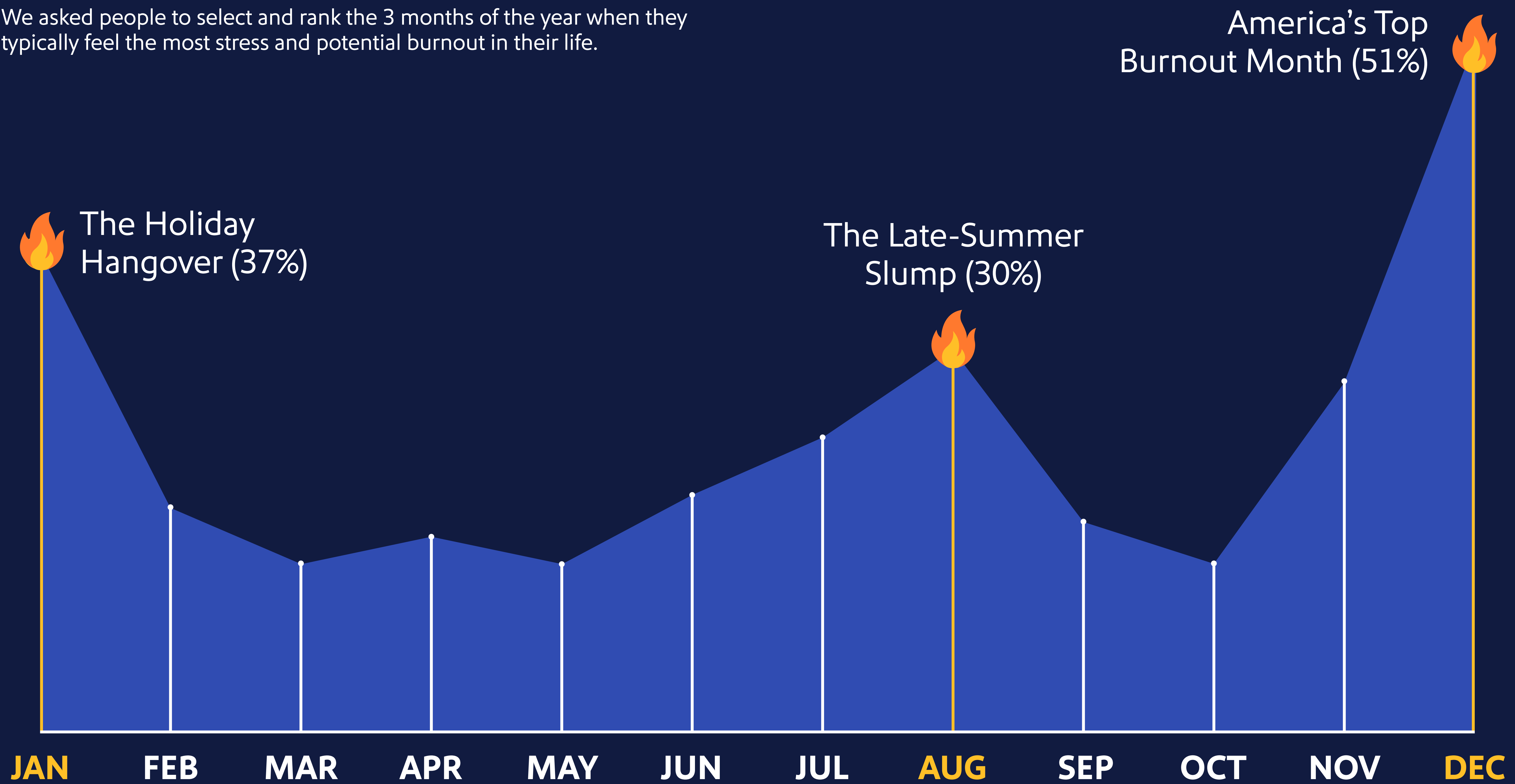
People can tell you **exactly** how burned out they are.

Here's the breakdown of the 76% of Americans currently experiencing burnout:



There are good months,
and **not-so-good** months.

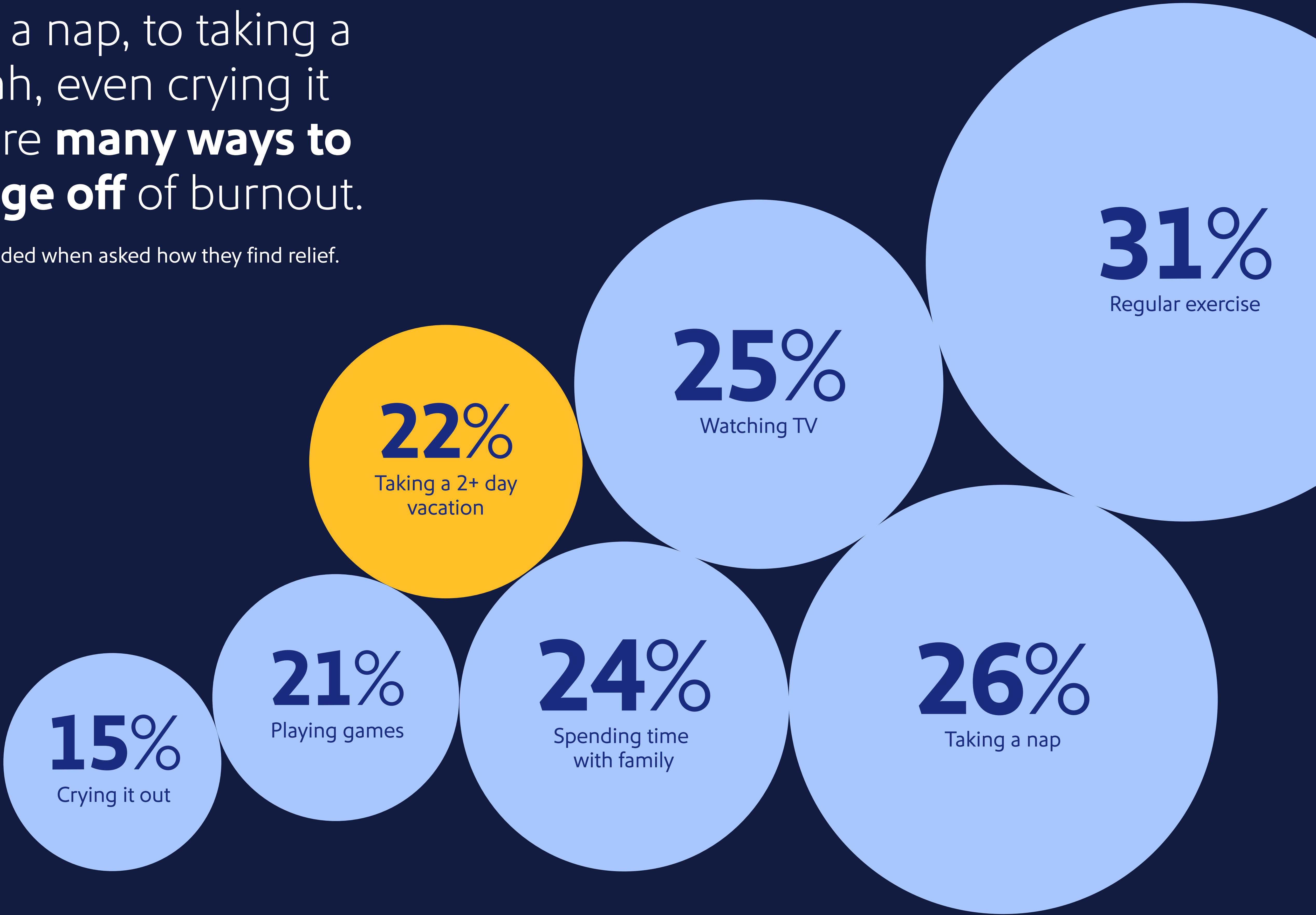
We asked people to select and rank the 3 months of the year when they typically feel the most stress and potential burnout in their life.



The good news?
We know
what helps.

From taking a nap, to taking a trip (and yeah, even crying it out), there are **many ways to take the edge off** of burnout.

Here's how people responded when asked how they find relief.



One solution stood out to us: **vacation**.
Southwest can help with that. We fly more air travelers
nonstop within the United States than any other airline*.

Among people who have taken a 2+ night vacation:

*Based on U.S. Dept. of Transportation
quarterly Airline Origin & Destination
Survey as of Q4 2025.



The bad news?
**Most of us are
bad at helping
ourselves.**

We're **not** taking trips.

Over a third (34%) of Americans haven't taken a 2+ day trip in **over a year**.



We're not being **proactive**.

Everyone is waiting until they feel burnout to (maybe) do something about it.

42%

plan a vacation when they start to feel the burnout.

20%

plan a vacation when they reach near or total burnout.

 62%

factor in burnout when vacation planning.

We are leaving PTO days on the table...

Across 2025 and 2026, **3 in 4 people** are failing to use all their vacation days.



Leaving us short of what we ***actually need*** to feel relief.



How many vacation days people *feel* they need to cure their burnout

36%
of people are in a
Vacation Gap



How many vacation days people *actually* take

03. THE SOLUTION

Enter
Airplane Mode.

Planning your life? ***Hides*** Planning for vacation? **Let's go!**

We get it, planning a vacation is a lot of logistics, but think of ways to make it fun.

Find a destination (we fly to more than 100 for you to choose from) and gather inspiration: ask your friends about it, daydream about your travel fit, and go to a coffee shop to plan.

In the same way our pilots tell jokes and our flight attendants celebrate milestones mid-flight, we believe there's always room to make every journey more fun. That's the secret behind our hospitality. We genuinely enjoy making your trip the best it can be.



Give your relief enough runway.

You don't need 2 weeks and an international destination to eliminate burnout. Turns out, people need about **5 days** to feel relief.

There are plenty of great destinations around America. Don't be afraid to add a day to explore a nearby city or decompress. Remember, with no change or cancel fees*, you can be flexible.

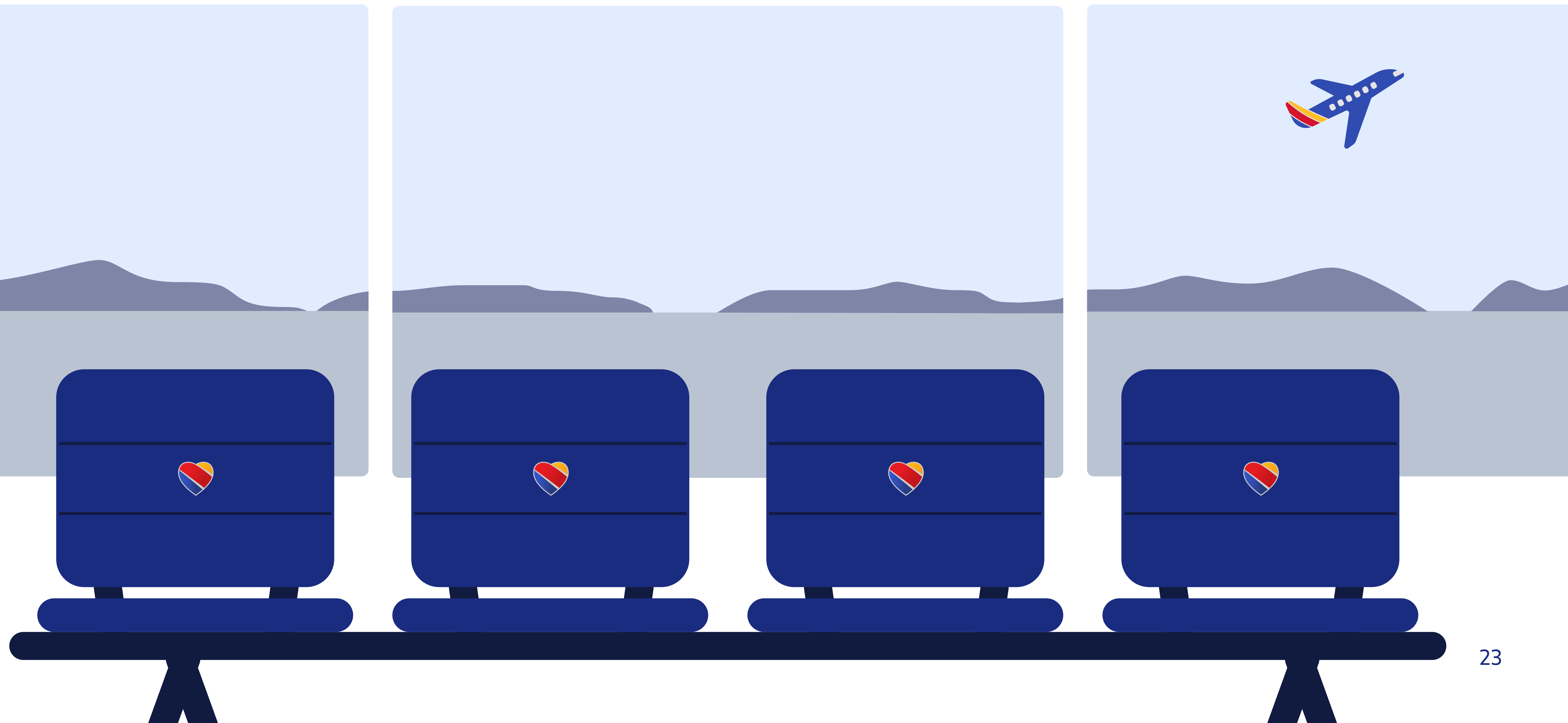


Who says your cousin's wedding in Arizona can't turn into an additional Sedona getaway?

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Treat travel as the beginning of the reset.

Vacation starts the minute you decide it does. The airport or the plane are great places to **start the book** you've been wanting to read, **catch up on movies**, and **reconnect with the people you love**.

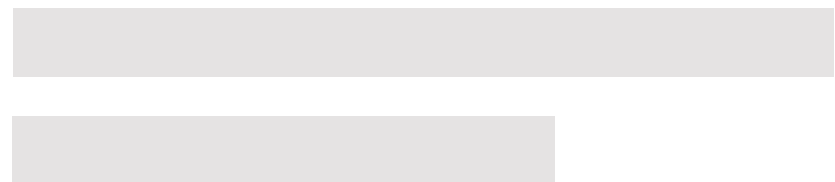


This is
your time,
so take it.

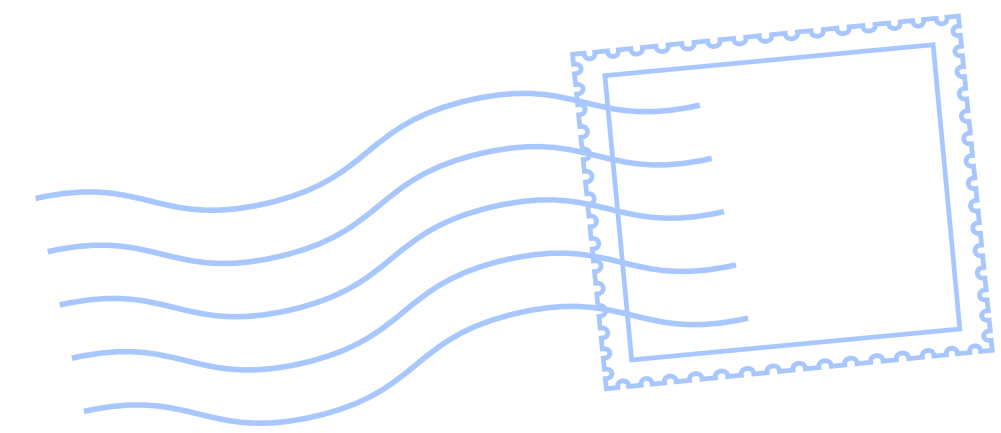
Somewhere along the way, we've begun to
treat vacation as a reward that must be earned.
Your time should be yours to take back.

68% agree that taking a trip is one of the few ways we can regain control of our time.

Southwest



*Wish you
were here!*



Southwest isn't just here to take you
places. We're committed to giving you
the best hospitality every step of your
journey. That includes empowering you
to reclaim your time and make the most
of it. It's time to show burnout who's boss.

Southwest[®]

Enter Airplane Mode

