

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**OMB APPROVAL**

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>SPRAGUE JOSEPH A</u> (Last) (First) (Middle) <u>19300 INTERNATIONAL BLVD</u> <u>19300 INTERNATIONAL BLVD</u> (Street) <u>SEATTLE WA 98188</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/12/2012</u>	3. Issuer Name and Ticker or Trading Symbol <u>ALASKA AIR GROUP INC [ALK]</u> 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>VP/MARKETING</u> 5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
COMMON STOCK	6,022	D	
COMMON STOCK 401(K) ⁽¹⁾	1,621	I	ESOP TRUST
RESTRICTED STOCK UNIT ⁽²⁾	7,460	D	

Table II - Derivative Securities Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
EMPLOYEE STOCK OPTION (RT TO BUY)	08/30/2006 ⁽³⁾	08/30/2015	COMMON STOCK	1,875	32.96	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	09/13/2007 ⁽³⁾	09/13/2016	COMMON STOCK	2,200	37.96	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	01/31/2008 ⁽³⁾	01/31/2017	COMMON STOCK	1,910	42.85	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	06/14/2008 ⁽³⁾	06/14/2017	COMMON STOCK	1,156	27.4	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	02/08/2009 ⁽³⁾	02/08/2018	COMMON STOCK	5,050	27.49	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	04/23/2009 ⁽³⁾	04/23/2018	COMMON STOCK	5,490	18.19	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	01/29/2010 ⁽³⁾	01/29/2019	COMMON STOCK	6,590	27.56	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	02/03/2011 ⁽³⁾	02/03/2020	COMMON STOCK	2,300	33.26	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	02/07/2012 ⁽³⁾	02/07/2021	COMMON STOCK	2,200	61.3	D	
EMPLOYEE STOCK OPTION (RT TO BUY)	02/14/2013 ⁽³⁾	02/14/2022	COMMON STOCK	1,950	76	D	

Explanation of Responses:

1. SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST AS OF MARCH 5, 2012.

2. STOCK UNITS AWARDED UNDER ALASKA AIR GROUP'S 2008 PERFORMANCE INCENTIVE PLAN; SUBJECT TO FORFEITURE.

3. OPTIONS GRANTED WILL VEST IN EQUAL INSTALLMENTS OVER FOUR YEARS BEGINNING ON THE FIRST ANNIVERSARY OF THE GRANT DATE.

JEANNE E GAMMON,
ATTORNEY-IN-FACT FOR 03/13/2012
JOSEPH A. SPRAGUE

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

**** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).**

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.