FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. | 20549 |
|-------------|------|-------|

| OTATEMENIT | 05 011441 | 050 111 | | 014/415501115 |
|------------|-----------|----------|------------|---------------|
| STATEMENT | OF CHAN | GES IN E | BENEFICIAL | OWNERSHIP |

| | OMB APPROVAL | | | | | | | | | |
|---|--------------------------|-----------|--|--|--|--|--|--|--|--|
| | OMB Number: | 3235-0287 | | | | | | | | |
| | Estimated average burden | | | | | | | | | |
| - | hours per response: | 0.5 | | | | | | | | |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 A SPRAGU (Last) C/O ALASE 19300 INTE | E JOSEP (First) | HA (M | iddle) | | 2. Issuer Name and Ticker or Trading Symbol ALASKA AIR GROUP, INC. [ALK] 3. Date of Earliest Transaction (Month/Day/Year) 02/07/2022 | | | | | | | | ationship of Reporting Person(s) to Issuer k all applicable) Director 10% Owner Officer (give title below) PRESIDENT, HORIZON AIR | | | | ner pecify | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------------------------------|-------------------|------------------------|-------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------|---|---------------|
| (Street) SEATTLE (City) | WA (State | ·) (Zi | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | Line) X | | | | | | |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of Security (Instr. 3) 2. Transaction 2. Transaction 2. Deemed 3. 4. Securities Acquired (A) or 5. Amount of 6. Ownership 7. Nature of | | | | | | | | | | | | | 7. Nature of | | | | | | |
| Date | | | | | Execution Date, if any (Month/Day/Year) | | | t, Trans | Transaction Disposed Of (D) (Instr. 3, 4 a | | | | Securities Beneficial Owned Fo | ly | Form: I (D) or I | | ndirect Beneficial Ownership | | |
| | | | | | | | (| | Code | v | Amount | Amount (A) or (D) | | | Reported Transaction(s) (Instr. 3 and 4) | | | | Instr. 4) |
| COMMON S | STOCK ⁽¹⁾ | | | | | | | | | | | | | | 7,049 | | | | ESOP FRUST |
| COMMON STOCK | | | | | | | | | | 15,707 | | | D | | | | | | |
| | | Т | | | | | | | | | osed of, onvertib | | | | wned | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deeme Execution if any (Month/Da | Date, | 4. 5. Number 6 Transaction of E | | 6. Date Exercisable and Expiration Date (Month/Day/Year) (Month/Day/Year) 7. Title and Am of Securities Underlying Derivative Sec (Instr. 3 and 4) | | | | Derivative Security | | 9. Number derivative Securities Beneficial Owned Followin Reported Transact (Instr. 4) | es ally g d ion(s) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | | | | | Code | v | (A) | (D) | Date Exercisa | | Expiration Date | Title | OI N Of | umber | | | | | |
| RESTRICTED STOCK UNITS | \$0 | 02/07/2022 | | | A | | 3,020 | | 02/07/20 | 25 ⁽²⁾ | 02/07/2032 | COMMOI STOCK | 3 | 3,020 | \$0 | 3,02 | :0 | D | |
| EMPLOYEE STOCK OPTION (RT | \$55.36 | 02/07/2022 | | | A | | 7,160 | | 02/07/20: | 23 ⁽³⁾ | 02/07/2032 | COMMOI STOCK | 7 | 7,160 | \$0 | 7,16 | 60 | D | |

Explanation of Responses:

- $1. \ COMMON\ SHARES\ HELD\ IN\ THE\ ALASKA\ AIR\ GROUP\ INC.\ EMPLOYEE\ STOCK\ OWNERSHIP\ 401(K)\ PLAN\ TRUST,\ AS\ OF\ 12/31/2021.$
- $2.\ RESTRICTED\ STOCK\ UNITS\ CLIFF\ VEST\ 3\ YEARS\ FROM\ GRANT\ AND\ CONVERT\ INTO\ COMMON\ STOCK\ ON\ A\ ONE-FOR-ONE-BASIS.$
- $3.\ OPTIONS\ VEST\ IN\ 25\%\ INCREMENTS\ OVER\ FOUR\ YEARS\ (2/7/2023,\,2/7/2024,\,2/7/2025\ AND\ 2/7/2026).$

/s/JEANNE E. GAMMON, ATTORNEY IN FACT FOR JOSEPH A. SPRAGUE

** Signature of Reporting Person

02/09/2022

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 4 (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.