

SECURITIES AND EXCHANGE COMMISSION
 WASHINGTON, D.C. 20549

SCHEDULE 13G

Information Statement pursuant to Rule 13d-1 and 13d-2

(AMENDMENT NO.)*

ALASKA AIR GROUP INC

(NAME OF ISSUER)

COMMON STOCK

(TITLE OF CLASS OF SECURITIES)

011659109

(CUSIP NUMBER)

Check the following box if a fee is being paid with this statement : :
 (A fee is not required only if the filing person: (1) has a previous
 statement on file reporting beneficial ownership of more than five
 percent of the class of securities described in Item 1; and (2) has
 filed no amendment subsequent thereto reporting beneficial ownership
 of five percent or less of such class.) (See Rule 13d-7.)

* The remainder of this cover page shall be filled out for a reporting
 person's initial filing on this form with respect to the subject class
 of securities, and for any subsequent amendment containing information
 which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not
 be deemed to be 'filed' for the purpose of Section 18 of the Securities
 Exchange Act of 1934 ('Act') or otherwise subject to the liabilities
 of that section of the Act but shall be subject to all other provisions
 of the Act (however, see the Notes).

(CONTINUED ON FOLLOWING PAGE(S))

CUSIP NO. 011659109		13G	Page 2 of 13 Pages
1 NAME OF REPORTING PERSON			
AXA Assurances I.A.R.D. Mutuelle			
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON			
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []			
(B) [X]			
3 SEC USE ONLY			
4 CITIZENSHIP OR PLACE OF ORGANIZATION			
France			
NUMBER OF		5 SOLE VOTING POWER	
SHARES		532,405	
BENEFICIALLY			
OWNED		6 SHARED VOTING POWER	
AS OF		783,800	
December 31, 1997			
BY EACH		7 SOLE DISPOSITIVE POWER	
REPORTING		1,337,605	

PERSON WITH	8	SHARED DISPOSITIVE POWER	325
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON			
		1,337,930	
(Not to be construed as an admission of beneficial ownership)			
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES *			

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9			
		7.4%	
12 TYPE OF REPORTING PERSON *			
		IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 011659109	13G	Page 3 of 13 Pages
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1 NAME OF REPORTING PERSON		AXA Assurances Vie Mutuelle	
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON			
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []			
(B) [X]			
3 SEC USE ONLY			
4 CITIZENSHIP OR PLACE OF ORGANIZATION			
France			
NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1997	5	SOLE VOTING POWER	532,405
BY EACH REPORTING PERSON WITH	6	SHARED VOTING POWER	783,800
	7	SOLE DISPOSITIVE POWER	1,337,605
	8	SHARED DISPOSITIVE POWER	325
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON			
		1,337,930	
(Not to be construed as an admission of beneficial ownership)			
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES *			

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9			
		7.4%	
12 TYPE OF REPORTING PERSON *			
		IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 011659109	13G	Page 4 of 13 Pages
1 NAME OF REPORTING PERSON Alpha Assurances Vie Mutuelle S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON 		
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) [] (B) [X]		
3 SEC USE ONLY		
4 CITIZENSHIP OR PLACE OF ORGANIZATION France		
NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1997 BY EACH REPORTING PERSON WITH	5 SOLE VOTING POWER 532,405 ----- 6 SHARED VOTING POWER 783,800 ----- 7 SOLE DISPOSITIVE POWER 1,337,605 ----- 8 SHARED DISPOSITIVE POWER 325	
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,337,930 (Not to be construed as an admission of beneficial ownership)		
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES * ----- -----		
11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 7.4%		
12 TYPE OF REPORTING PERSON * IC		

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 011659109	13G	Page 5 of 13 Pages
1 NAME OF REPORTING PERSON AXA Courtage Assurance Mutuelle S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON 		
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) [] (B) [X]		
3 SEC USE ONLY		

4 CITIZENSHIP OR PLACE OF ORGANIZATION	
France	

NUMBER OF	5 SOLE VOTING POWER
SHARES	532,405
BENEFICIALLY	-----
OWNED	6 SHARED VOTING POWER
AS OF	783,800
December 31, 1997	-----
BY EACH	7 SOLE DISPOSITIVE POWER
REPORTING	1,337,605
PERSON	-----
WITH	8 SHARED DISPOSITIVE POWER
	325

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
1,337,930	
(Not to be construed as an admission of beneficial ownership)	

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN	
SHARES *	-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	
7.4%	

12 TYPE OF REPORTING PERSON *	
IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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CUSIP NO. 011659109	13G	Page 6 of 13 Pages	
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1 NAME OF REPORTING PERSON			
AXA-UAP			
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON			

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []			
(B) []			

3 SEC USE ONLY			

4 CITIZENSHIP OR PLACE OF ORGANIZATION			
France			

NUMBER OF	5 SOLE VOTING POWER		
SHARES	532,405		
BENEFICIALLY	-----		
OWNED	6 SHARED VOTING POWER		
AS OF	783,800		
December 31, 1997	-----		
BY EACH	7 SOLE DISPOSITIVE POWER		
REPORTING	1,337,605		
PERSON	-----		
WITH	8 SHARED DISPOSITIVE POWER		
	325		

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON			
1,337,930			
(Not to be construed as an admission of beneficial ownership)			

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN			

SHARES *	-----
-----	-----
11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	
	7.4%
12 TYPE OF REPORTING PERSON *	
	HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 011659109	13G	Page 7 of 13 Pages
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1 NAME OF REPORTING PERSON	
THE EQUITABLE COMPANIES INCORPORATED	
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON	
13-3623351	

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP *	(A) []
	(B) []

3 SEC USE ONLY	
----------------	--

4 CITIZENSHIP OR PLACE OF ORGANIZATION	
State of Delaware	

NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1997 BY EACH REPORTING PERSON WITH	5 SOLE VOTING POWER	532,405
	6 SHARED VOTING POWER	783,800
	7 SOLE DISPOSITIVE POWER	1,337,605
	8 SHARED DISPOSITIVE POWER	325

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	1,337,930
--	-----------

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES *	-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	
	7.4%

12 TYPE OF REPORTING PERSON *	
	HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer: Page 8 of 13 Pages

 ALASKA AIR GROUP INC

Item 1(b) Address of Issuer's Principal Executive Offices:

19300 Pacific Hgwy. South
Seattle, WA 98188

Item 2(a) Name of Person Filing:

Alpha Assurances Vie Mutuelle,
AXA Assurances I.A.R.D Mutuelle,
AXA Assurances Vie Mutuelle,
and AXA Courtage Assurance Mutuelle,
as a group (collectively, the 'Mutuelles AXA').

AXA-UAP

The Equitable Companies Incorporated
(the 'Equitable Companies')

(Please contact Patrick Meehan at (212) 641-8234
with any questions.)

Item 2(b) Address of Principal Business Office:

Alpha Assurances Vie Mutuelle
100-101 Terrasse Boieldieu
92042 Paris La Defense France

AXA Assurances I.A.R.D Mutuelle and
AXA Assurances Vie Mutuelle
21, rue de Chateaudun
75009 Paris France

AXA Courtage Assurance Mutuelle
26, rue Louis le Grand
75002 Paris France

AXA-UAP
23, avenue Matignon
75008 Paris France

The Equitable Companies Incorporated
1290 Avenue of the Americas
New York, New York 10104

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Item 2(c) Citizenship:

Mutuelles AXA and AXA-UAP France
Equitable Companies - Delaware

Item 2(d) Title of Class of Securities:

Common Stock

Item 2(e) CUSIP Number:

011659109

Item 3. Type of Reporting Person:

Equitable Companies as a parent holding company,
in accordance with 240.13d-1 (b) (ii) (G).

The Mutuelles AXA, as a group, acting as a parent
holding company.

AXA-UAP as a parent holding company.

Item 4. Ownership as of December 31, 1997:

(a) Amount Beneficially Owned:

1,337,930 shares of common stock beneficially owned including:

	No. of Shares

The Mutuelles AXA, as a group	0
AXA-UAP	0
AXA-UAP Entity or Entities:	

acquired solely for investment purposes:	0

(Each of the Mutuelles AXA, as a group, and AXA-UAP expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner of any securities covered by this Schedule 13G).

The Equitable Companies Incorporated	0
Subsidiaries:	

The Equitable Life Assurance Society of the United States acquired solely for investment purposes:	0

Alliance Capital Management L. P., acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:		
Common Stock	1,190,200	1,190,200

Donaldson, Lufkin & Jenrette Securities Corporation held for investment purposes:		
Common Stock	325	
Shares issuable upon conversion of Convertible Debentures	147,405	147,730

Wood, Struthers & Winthrop Management Corp. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:		0

Total		1,337,930
		=====

(Each of the above subsidiaries of The Equitable operates under independent management and makes independent decisions).

(B) Percent of Class:	7.4%
-----	=====

ITEM 4. Ownership as of December 31, 1997 (CONT.) Page 11 of 13 Pages

(c) Deemed Voting Power and Disposition Power:

(i)	(ii)	(iii)	(iv)
Deemed to have Sole Power to Vote Direct the Vote	Deemed to have Shared Power to Vote Direct the Vote	Deemed to have Sole Power to Dispose or to Direct the Disposition	Deemed to have Shared Power to Dispose or to Direct the Disposition
-----	-----	-----	-----

The Mutuelles AXA, as a group	0	0	0	0
AXA-UAP	0	0	0	0
AXA-UAP Entity or Entities: -----				
NONE	0	0	0	0
The Equitable Companies Incorporated	0	0	0	0
Subsidiaries: -----				
The Equitable Life Assurance Society of the United States	0	0	0	0
Alliance Capital Management L. P.	385,000	783,800	1,190,200	0
Donaldson, Lufkin & Jenrette Securities Corporation	147,405	0	147,405	325
Wood, Struthers & Winthrop Management Corporation	0	0	0	0
TOTAL	532,405	783,800	1,337,605	325
	=====	=====	=====	=====

(Each of the above subsidiaries of the Equitable Companies operates under independent management and makes independent voting and investment decisions).

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Item 5.

Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following.

()

Item 6.

Ownership of More than Five Percent on behalf of Another Person. N/A

Item 7.

Identification and Classification of the Subsidiary which Acquired

the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by Equitable Companies; AXA-UAP, which beneficially owns a majority interest in Equitable Companies; and the Mutuelles AXA, as a group which beneficially own a majority interest in AXA-UAP:

() in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA-UAP entity or entities;

() in AXA-UAP's capacity as a parent holding company with respect to the holdings of the following AXA-UAP entity or entities:
NONE

(X) in EQUITABLE COMPANIES capacity as a parent holding company with respect to the holdings of its following subsidiaries:

- () THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES (13-5570651), an insurance company, a broker-dealer registered under Section 15 of the Securities and Exchange Act of 1934 and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.
- (X) ALLIANCE CAPITAL MANAGEMENT L. P. (13-3434400), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.
- (X) DONALDSON, LUFKIN & JENRETTE SECURITIES CORPORATION (13-2741729), a broker-dealer registered under Section 15 of the Securities Exchange Act of 1934 and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.
- () WOOD, STRUTHERS & WINTHROP MANAGEMENT CORP. (13-2774791), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

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Item 8. Identification and Classification of Members of the Group. N/A

Item 9. Notice of Dissolution of Group: N/A

Item 10. Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 10, 1998

THE EQUITABLE COMPANIES INCORPORATED*

/s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among The Equitable Companies Incorporated, Alpha Assurances Vie Mutuelle, AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, AXA Courtage Assurance Mutuelle, and AXA-UAP, this statement Schedule 13G is filed on behalf of each of them.

JOINT FILING AGREEMENT

Each of the undersigned hereby agrees that the Schedule 13G filed herewith is filed jointly, pursuant to Rule 13d-1(f)(1) of the Securities Exchange Act of 1934, as amended on behalf of each of them.

Dated: February 10, 1998

The Equitable Companies Incorporated

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

AXA Assurances I.A.R.D. Mutuelle; AXA Assurances Vie Mutuelle;
Alpha Assurances Vie Mutuelle; AXA Courtage Assurance Mutuelle,
as a group, and AXA-UAP

Signed on behalf of each of the above entities

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)