

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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>TACKETT SHANE R</u>			2. Issuer Name and Ticker or Trading Symbol <u>ALASKA AIR GROUP, INC. [ ALK ]</u>		5. 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>EVP FINANCE/CFO</u>	
(Last) (First) (Middle) <u>C/O ALASKA AIRLINES, INC.</u> <u>19300 INTERNATIONAL BLVD</u>			3. Date of Earliest Transaction (Month/Day/Year) <u>04/30/2020</u>			
(Street) <u>SEATTLE</u> <u>WA</u> <u>98188</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)			
(City) (State) (Zip)					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	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
<u>COMMON STOCK 401(K)<sup>(1)</sup></u>								<u>2,807</u>	<u>I</u>	<u>ESOP TRUST</u>
<u>COMMON STOCK</u>	<u>04/30/2020</u>		<u>A<sup>(2)</sup></u>	<u>V</u>	<u>202</u>	<u>A</u>	<u>\$27.642</u>	<u>10,787</u>	<u>D</u>	
<u>COMMON STOCK</u>	<u>08/03/2020</u>		<u>M</u>		<u>330</u>	<u>A</u>	<u>\$0</u>	<u>11,117</u>	<u>D</u>	
<u>COMMON STOCK</u>	<u>08/03/2020</u>		<u>F<sup>(3)</sup></u>		<u>81</u>	<u>D</u>	<u>\$34<sup>(4)</sup></u>	<u>11,036</u>	<u>D</u>	

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					
<u>RESTRICTED STOCK UNIT</u>	<u>\$0</u>	<u>08/03/2020</u>		<u>M</u>		<u>330</u>	<u>08/03/2020</u>	<u>08/03/2027</u>	<u>COMMON STOCK</u>	<u>330</u>	<u>\$0</u>	<u>0</u>	<u>D</u>

Explanation of Responses:

1. COMMON SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST AS OF 12/31/2019.  
2. SHARES ACQUIRED UNDER THE ALASKA AIR GROUP, INC. EMPLOYEE STOCK PURCHASE PLAN IN A TRANSACTION THAT IS EXEMPT UNDER BOTH RULE 16b-3(d) and RULE 16b-3(c).  
3. SHARES FORFEITED TO COVER PAYROLL TAXES UPON VESTING OF RESTRICTED STOCK UNITS ON 08/03/2020.  
4. PRICE PROVIDED IN COLUMN 4 REPRESENTS THE FMV OF ALK SHARES ON THE DATES SHARES WERE FORFEITED FOR PAYROLL TAXES.

JEANNE E. GAMMON,  
ATTORNEY IN FACT FOR 08/04/2020  
SHARE R. TACKETT

\*\* 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 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.