FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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

Name and Address of Reporting Person* HARRISON ANDREW R						2. Issuer Name and Ticker or Trading Symbol ALASKA AIR GROUP, INC. [ALK]								all applicable) Director		10% Ov		wner
(Last) (First) (Middle) 19300 INTERNATIONAL BLVD					3. Date of Earliest Transaction (Month/Day/Year) 04/29/2021								X	below)		& C(below)	,
(Street) SEATTLE WA 98188 (City) (State) (Zip)				4. If Amendment, Date of Original Filed (Month/Day/Year)														
	Table	I - N	Non-Deriva	tive	Secui	rities	Ac	quire	ed, Di	sposed o	f, or I	Benefic	ially	Own	ed			
Date			Execution E ear) if any		on Date,							ind 5) Secu Bene Owne		ties cially I Following	Fori (D) (Indi	n: Direct or rect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
								Code	v .	Amount	(A) or (D)	Price		Transa	saction(s)		,	(3 4)
COMMON STOCK 04/29/202				1			S		5,800	D	\$68.96	9649 ⁽¹⁾		12,999		D		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																		
2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	Exe if an	cution Date, ly	Code 8)	(Instr.	of Deriv Secu Acqu (A) or Dispo of (D) (Instr and 5	vative rities iired r osed) 1. 3, 4	Expi (Mor	iration I nth/Day	Date (Year)	Amo Secu Unde Deriv Secu 3 and	unt of rities urlying ative rity (Instr. I 4) Amount or Number of	Deri Sec (Ins	vative urity	derivative Securities Beneficially Owned Following Reported	,	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	(Fir VTERNATION STOCK 2. Conversion or Exercise Price of Derivative	(First) ((INTERNATIONAL BLVD) LE WA 9 (State) (Conversion or Exercise Price of Derivative (Month/Day/Year)	(First) (Middle NTERNATIONAL BLVD LE WA 98188 (State) (Zip) Table I - N Security (Instr. 3) ON STOCK Table I Conversion or Exercise Price of Derivative (Month/Day/Year) [Month/Day/Year] [Month/Day/Year]	(First) (Middle) WTERNATIONAL BLVD LE WA 98188 (State) (Zip) Table I - Non-Derival (Month/Day/Y) DN STOCK Table II - Derivating (e.g., puth of the puth of t	(First) (Middle) (First) (Middle) NTERNATIONAL BLVD Table I - Non-Derivative Security (Instr. 3) Table II - Derivative Security Table II - Derivative Security 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Table II - Derivative Security AL 3. D. 4. If AL 3. D. 4. If AL Security (Instr. 3) AL Security (Instr. 3) AL Security (Instr. 3) AL Security (Month/Day/Year) AL Security (Month/Day/Year)	ALASK	Conversion or Exercise Price of Derivative Security Security	Conversion or Exercise Price of Derivative Security Security	(First) (Middle) WTERNATIONAL BLVD Table I - Non-Derivative Securities Acquired (Month/Day/Year) Table II - Derivative Securities Acquired (e.g., puts, calls, warrants, optor or Exercise Price of Derivative Security Security ALASKA AIR GRO 3. Date of Earliest Transaction 04/29/2021 4. If Amendment, Date of Orion 24. If any (Month/Day/Year) Security (Instr. 3) 2. Transaction Date (e.g., puts, calls, warrants, opton 25. Number of Date (A) or Disposed of (D) (Month/Day/Year) 2. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) ALASKA AIR GRO 3. Date of Earliest Transaction 24. If Amendment, Date of Orion 24. If any (Month/Day/Year) 4. If Amendment, Date of Orion 24. If any (Month/Day/Year) Security (Instr. 3) Code (Instr. 3) 5. Number of Date (A) or Disposed of (D) (Instr. 3, 4 and 5) Date (Instr. 3, 4 and 5)	Code V Code V Code Conversion or Exercise of Date Conversion or Exercise Conversion Porivative Code Conversion Code	ALASKA AIR GROUP, INC. [A ALASKA AIR GROUP, INC. [A 3. Date of Earliest Transaction (Month/Day/Year) 04/29/2021 4. If Amendment, Date of Original Filed (Month/Day/Year) 104/29/2021 4. If Amendment, Date of Original Filed (Month/Day/Year) 104/29/2021 5. Table I - Non-Derivative Securities Acquired, Disposed of Execution Date, (Month/Day/Year) 104/29/2021 5. Table II - Derivative Securities Acquired, Disposed of (e.g., puts, Calls, warrants, options, converting 104/29/2021 7. Table II - Derivative Securities Acquired, Disposed of (e.g., puts, Calls, warrants, options, converting 104/29/2021 7. Table II - Derivative Securities Acquired, Disposed of (e.g., puts, Calls, warrants, options, converting 104/29/2021 7. 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Table II - Derivative Securities Acquired, Disposed of (b.g., puts, Calls, warrants, options, converting 104/29/2021 105/29/2021 106/29/2021 107/29/2021 108/29/2021 109/29/2021 109/29/2021 109/29/2021 109/29/2021 109/29/2021 109/29/2021 109/29/2021 109/29/29/29/29/29/29/29/29/29/29/29/29/29	(First) (Middle) (First) (Middle) (TERNATIONAL BLVD Table I - Non-Derivative Securities Acquired, Disposed of, or Executiny (Instr. 3) Table II - Non-Derivative Securities Acquired, Disposed of (D) (Instr. 8) (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 8) Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 8) Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 8) Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 8) Table II - Derivative Securities Acquired, Disposed of, or Be (e.g., puts, calls, warrants, options, convertible security (Instr. 3) Table II - Derivative Securities Acquired, Disposed of, or Be (E.g., puts, calls, warrants, options, convertible security (Instr. 3, 4 and 5) Date Experition Table II - Derivative Securities Acquired (Month/Day/Year) Amount (A) or (D) (Code (Instr. 8)) Table II - Derivative Securities Acquired (Month/Day/Year) (Instr. 3, 4 and 5) Date Expiration	ALASKA AIR GROUP, INC. [ALK] Son Andrew R	ALASKA AIR GROUP, INC. [ALK] (First) (Middle) (Middle) (Alaska AIR GROUP, INC. [ALK] (Check X (ALASKA AIR GROUP, INC. [ALK] (Check all app Direc V Office Offic	ALASKA AIR GROUP, INC. [ALK] (First) (Middle) WTERNATIONAL BLVD 3. Date of Earliest Transaction (Month/Day/Year) 4. If Amendment, Date of Original Filed (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Execution Date, if any (Month/Day/Year) (Month/Day/Year) Date (Individual or Joint/Group) Table II - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Security (Instr. 3) 2A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction (Date (Instr. 3, 4 and 5)) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction(Securities) A. Securities Acquired (A) or (D) Price (Instr. 3 and 4) Security 3. Transaction (Date (Instr. 3) (Beneficially Owned Following Reported (Instr. 3) (Beneficially Owned Following Securities Acquired (A) or Date (Beneficially Owned Following Securities Acquired (A) or Disposed of, or Beneficially Owned Following Derivative Securities Acquired (A) or Disposed Of, or Beneficially Owned Following Derivative Security (Instr. 3) (Month/Day/Year) (Month/Day/Year) (Instr. 3) (Instr. 4) (Instr. 4) (Instr. 4)	ALASKA AIR GROUP, INC. [ALK] (First) (Middle) (First) (Middle) (First) (Middle) (First) (Middle) (First) (Middle) (First) (Middle) (State) (Zip) (State) (Zip) (State) (Zip) (A. If Amendment, Date of Original Filed (Month/Day/Year) (State) (Zip) (A. If Amendment, Date of Original Filed (Month/Day/Year) (State) (Zip) (State) (Zip) (State) (Zip) (A. Securities Acquired, Disposed of, or Beneficially Owned (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A. Securities Acquired (A) or Disposed of (D) (D) (Instr. 3, 4 and 5) (Month/Day/Year) (Month/Day/Year) (Month/Day/Yea	ALASKA AIR GROUP, INC. [ALK] Check all applicable) Director 10% O O Other (sellow)

Explanation of Responses:

1. THE PRICE REPORTED IN COLUMN 4 IS A WEIGHTED AVERAGE PRICE. THESE SHARES SOLD IN MULTIPLE TRANSACTIONS AT PRICES RANGING FROM \$68,9500 TO \$69.0300, INCLUSIVE. THE REPORTING PERSON UNDERTAKES TO PROVIDE TO ALASKA AIR GROUP, ANY SECURITY HOLDER OF ALASKA AIR GROUP, OR THE STAFF OF THE SECURITIES AND EXCHANGE COMMISSION, UPON REQUEST, FULL INFORMATION REGARDING THE NUMBER OF SHARES SOLD AT EACH SEPARATE PRICE WITHIN THE RANGES SET FORTH IN THIS FOOTNOTE.

> /S/ JEANNE E GAMMON, ATTORNEY IN FACT FOR 05/03/2021 **ANDREW R. HARRISON**

** Signature of Reporting Person

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.