

Allegiant Travel CO  
Form 8-K  
June 25, 2010

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

June 21, 2010

Allegiant Travel Company

(Exact name of registrant as specified in its charter)

Nevada

001-33166

20-4745737

(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(I.R.S. Employer  
Identification No.)

8360 S. Durango Drive, Las Vegas, Nevada

89113

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

702-851-7300

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 1.01 Entry into a Material Definitive Agreement.**

On June 21, 2010, Allegiant Air, LLC, a wholly-owned subsidiary of Allegiant Travel Company (the "Company") entered into an amendment of its agreement with multiple Harrah's hotel properties in Las Vegas, Nevada. Under the amendment, the Company will pay Harrah's \$25,000,000 in exchange for discounted room rates over the term of the agreement, which will expire no later than 30 months after payment. The Company is not required to purchase any amount of rooms under the agreement and the Harrah's entities are obligated to repay the unused portion of the prepayment upon the termination or expiration of the agreement. The agreement is not exclusive in nature and does not preclude the Company from developing additional strategic hotel partnerships.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Allegiant Travel Company

*June 25, 2010*

By: *Scott Sheldon*

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*Name: Scott Sheldon*  
*Title: Chief Financial Officer*