

Allegiant Travel CO  
Form 8-K  
October 16, 2007

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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):

October 9, 2007

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.)

3301 N. Buffalo Drive, Suite B-9, Las Vegas,  
Nevada

89129

(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))



**Top of the Form**

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

On October 11, 2007, Allegiant Travel Company (the "Company") received notice of a signed Air Transportation Charter Agreement between its wholly-owned subsidiary, Allegiant Air, LLC and Harrah's Operating Company Memphis, LLC ("Harrah's"). Under the Agreement, the Company is to provide charter services for Harrah's to and from Tunica, Mississippi, Gulfport/Biloxi, Mississippi, New Orleans, Louisiana, Shreveport, Louisiana, St. Louis, Missouri and Council Bluffs, Iowa. The Company will devote two of its aircraft to the operations under the Agreement and Harrah's will guarantee a minimum amount of flying during the two-year term of the Agreement. The Company will realize minimum fixed fee revenues in excess of \$11.8 million each year under the Agreement. Service under the Agreement will begin in January 2008. The Agreement provides that Harrah's will bear the risk of fuel prices.

**Item 8.01 Other Events.**

On October 9, 2007, the Company purchased one MD83 aircraft for cash. The Company expects to place this aircraft into service during December 2007.

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**Top of the Form**

**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

*October 16, 2007*

By: */s/Andrew C. Levy*

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*Name: Andrew C. Levy  
Title: Managing Director*