

Allegiant Travel CO  
Form 4  
August 12, 2009

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**GALLAGHER MAURICE J JR**

(Last) (First) (Middle)

**8360 SOUTH DURANGO DRIVE**

(Street)

**LAS VEGAS, NV 89113**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**Allegiant Travel CO [ALGT]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/10/2009**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
CEO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ 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)
Common Stock	08/10/2009		S	29,471	D		
				(A) or (D)	Price		
					\$		
					(1)		
Common Stock	08/11/2009		S	56,229	D		
					(A) or (D)		
					\$		
					(2)		
Common Stock	08/12/2009		S	14,300	D		
					(A) or (D)		
					\$		
					(3)		
Common Stock	08/12/2009		S	10,000	D		
					\$		
					18,000	I	See Footnote
					39.9538		

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Common Stock	08/12/2009	S	6,800	D	(4)	163,200	I	(5)
					\$			See
					39.7844			Footnote
					(6)			(7)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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 control number.**

SEC 1474  
(9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GALLAGHER MAURICE J JR 8360 SOUTH DURANGO DRIVE LAS VEGAS, NV 89113	X	X	CEO	

## Signatures

Robert B. Goldberg,  
Attorney

08/12/2009

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) Price reported is average price. Sales were made at prices between \$40.00 and \$41.50.

(2) Price reported is average price. Sales were made at prices between \$40.00 and \$41.12.

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- (3) Price reported is average price. Sales were made at prices between \$39.75 and \$40.44.
- (4) Price reported is average price. Sales were made at prices between \$39.89 and \$40.09.
- (5) By trust controlled by Mr. Gallagher.
- (6) Price reported is average price. Sales were made at prices between \$39.75 and \$39.83.
- (7) By limited liability company controlled by Mr. Gallagher.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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