

Allegiant Travel CO  
Form 8-K  
March 20, 2008

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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):

March 20, 2008

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))



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**Item 8.01 Other Events.**

Allegiant Travel Company (the "Company") estimates that its average fuel price per gallon for February 2008 will be approximately \$2.74 per gallon. This estimated price per gallon includes the cost of aircraft fuel, fuel taxes, into plane fees and airport fuel flowage, storage and through-put fees, net of fuel cost reimbursements under certain of our fixed fee flying agreements.

Under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, information contained in this Item 8.01 that does not constitute historical facts, including those statements that refer to the Company's February 2008 estimates, are forward-looking statements. These forward-looking statements are not historical facts, but are only current estimates or predictions. The Company does not undertake any obligation to update any of the forward-looking statements after the date of this Form 8-K.

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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.

*March 20, 2008*

Allegiant Travel Company

By: */s/Andrew C. Levy*

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*Name: Andrew C. Levy*

*Title: Chief Financial Officer*