### Edgar Filing: Pollard Charles W. - Form 4

Pollard Charle Form 4	es W.									
February 02, 2	2010									
FORM	<b>DRM 4</b> UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							PPROVAL 3235-0287		
Check this if no longe subject to Section 16 Form 4 or Form 5 obligation may contin <i>See</i> Instruct 1(b).	Filed purs Section 17(a)	Washington, D.C. 20549 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							January 31, 2005 average rs per 0.5	
(Print or Type Ro	esponses)									
Pollard Charles W. Syn			2. Issuer Name <b>and</b> Ticker or Trading Symbol Allegiant Travel CO [ALGT]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 50 CRESCEI AVENUE, S			of Earliest Tr Day/Year) 2010	ansaction			_X_ Director		Owner	
(Street) 4. If An			Amendment, Date Original			6. Individual or Joint/Group Filing(Check				
SCITUATE,	MA 02066	Filed(Mo	onth/Day/Year)	)			Applicable Line) _X_Form filed by Form filed by M Person			
(City)	(State) (Z	Zip) Tak	ole I - Non-D	erivative S	Securi	ties Acc	quired, Disposed o	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securi on(A) or Di (D) (Instr. 3,	spose	d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	02/01/2010		Р	475	A	\$ 51.3	2,000	D		

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

### Reporting Owners

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2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9. Nu
Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secu
Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ties	(Instr. 5)	Bene
Derivative				Securities			(Instr.	3 and 4)		Owne
Security				Acquired						Follo
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				i, una 5)						
								Amount		
					Data	Expiration		or		
						•	Title	Number		
					Excicisable	Date		of		
			Code V	(A) (D)				Shares		
	or Exercise Price of Derivative	Conversion (Month/Day/Year) or Exercise Price of Derivative	or Exercise any Price of (Month/Day/Year) Derivative	Conversion(Month/Day/Year)Execution Date, if anyTransaction CodeOr ExerciseanyCodePrice of(Month/Day/Year)(Instr. 8)Derivative	Conversion (Month/Day/Year) Execution Date, if any Code of Code of (Month/Day/Year) (Month/Day/Year) (Instr. 8) Derivative Security Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Conversion (Month/Day/Year) Execution Date, if or Exercise any Code of (Month/Day/ Price of (Month/Day/Year) (Instr. 8) Derivative Security Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Exercisable	Conversion or Exercise Price of Of (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 8) Derivative Security Security Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Expiration Date (Month/Day) (Date Expiration Date (Month/Day) (Month/Day) (Date Expiration Date (Month/Day) (Month/Day) (Date Expiration Date (Month/Day) (M	Conversion or Exercise Price of Derivative Security(Month/Day/Year)Execution Date, if any (Month/Day/Year)Transaction Number Code ofExpiration Date (Month/Day/Year)Amou Under Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)Expiration Date (Month/Day/Year)Amou Under Securities Acquired (Instr. 3, 4, and 5)Date ExercisableExpiration Date (Instr. 4)DateTitle	Conversion or Exercise Price of Derivative Security(Month/Day/Year)Execution Date, if any (Month/Day/Year)Transaction Number Code ofExpiration Date. (Month/Day/Year)Amount of Underlying Securities (Instr. 8)Derivative Security(Month/Day/Year)Derivative Securities (A) or Disposed of (D) (Instr. 3, 4, and 5)Securities Securities (Instr. 3, 4, and 5)Amount (Instr. 3)Amount Or Month/Day/Year)Date ExercisableExpiration Date, if Underlying SecuritiesAmount Or Or Number of	Conversion or Exercise Price of Derivative SecurityExecution Date, if anyTransacti-Tumber CodeExpiration Date, if of (Month/Day/Year)Expiration Date, if (Month/Day/Year)Amount of Underivative Securities (Instr. 8)Derivative Securities (Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)Amount of Securities (Instr. 4)Derivative Securities (Instr. 5)Derivative Securities (Instr. 5)Amount of Securities (Instr. 5)Derivative Securities (Instr. 6)Derivative Securities (Instr. 6)Amount of Securities (Instr. 6)Derivative Securities (Instr. 6)Derivative Securities (Instr. 6)DateImage: Image: Imag

# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Pollard Charles W. 50 CRESCENT AVENUE SECOND CLIFF SCITUATE, MA 02066	Х						
Signatures							
Robert B. Goldberg, under pow attorney	ver of	02	2/02/2010	)			
**Signature of Reporting Person			Date				
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## **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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.