

Allegiant Travel CO
Form 8-K
December 14, 2012

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): December 14, 2012

Allegiant Travel Company
(Exact name of registrant as specified in its charter)

Nevada
(State or other
jurisdiction of
incorporation)

001-33166
(Commission
File Number)

20-4745737
(I.R.S. Employer
Identification No.)

8360 S. Durango Drive
Las Vegas, NV
(Address of principal executive
offices)

89113
(Zip Code)

Registrant's telephone number, including area code: (702) 851-7300

(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))

Section
8 Other Events

Item
8.01 Other Events.

On December 14, 2012, Allegiant Travel Company sent a copy of the letter attached as Exhibit 99.1 to its shareholders along with the payment of a special cash dividend.

Section
9 Financial Statements and Exhibits

Item
9.01 Financial Statements and Exhibits.

(a) Not applicable.

(b) Not applicable.

(c) Not applicable.

(d) Exhibits

| Exhibit No. | Description of Document |
|-------------|-------------------------|
|-------------|-------------------------|

| | |
|------|-------------------------|
| 99.1 | Letter to Shareholders. |
|------|-------------------------|

SIGNATURE

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

Date: December 14, 2012
ALLEGIANT TRAVEL COMPANY

By: /s/ Scott Sheldon
Name: Scott Sheldon
Title: Chief Financial Officer

EXHIBIT INDEX

| Exhibit No. | Description of Document |
|-------------|-------------------------|
| 99.1 | Letter to Shareholders. |