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- 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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Section 2 Financial Information

Item 2.03 Creation of a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement of a Registrant.

On September 27, 2011, a wholly-owned subsidiary of Allegiant Travel Company (the "Company") borrowed \$7.0 million under the August 2010 Loan Agreement it had previously entered into with Wells Fargo Equipment Finance, Inc. The loan is secured by one of the Company's Boeing 757 aircraft. The note evidencing the loan bears interest at a fixed rate and will be amortized in monthly installments over 48 months. The Company has guaranteed the debt.

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: October 3, 2011

ALLEGIANT TRAVEL COMPANY

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