

Allegiant Travel CO  
Form 4  
November 14, 2016

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Bricker Jude

(Last) (First) (Middle)  
1201 NORTH TOWN CENTER  
DRIVE  
(Street)

LAS VEGAS, NV 89144

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/10/2016

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)  
SVP-Planning and COO

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 Ownership (Instr. 4)
			Code	V	Amount	Price	
Common Stock	11/10/2016		M <sup>(1)</sup>		2,866	A \$ 85.24	20,781 D
Common Stock	11/10/2016		D <sup>(1)</sup>		2,866	D \$ 154.23	17,915 D
Common Stock	11/10/2016		M		2,596	A \$ 108.59	20,511 D
Common Stock	11/10/2016		S		2,596	D \$ 151.55	17,915 D
Common Stock	11/10/2016		S		2,035	D \$ 151.72	15,880 D



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- (1) Exercise of cash-settled SARs. In accordance with the rules for filing Form 4, the exercise of cash-settled SARs is treated as the simultaneous purchase of the number of shares for which SARs are exercised and the sale of the same number of shares.
- (2) Price reported is average price per share. Shares were sold at prices per share ranging from \$151.25 to \$152.00.
- (3) Price reported is average price per share. Shares were sold at prices per share ranging from \$151.25 to \$152.45.
- (4) Grant of 7,789 stock options on 3/6/2014 with vesting 1/3 on each of 3/6/2015, 3/6/2016 and 3/6/2017.

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.