

WILSON ROBERT PAUL III

Form 3

June 11, 2018

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF 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 *			2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â WILSON ROBERT PAUL III			(Month/Day/Year)	Allegiant Travel CO [ALGT]	
(Last)	(First)	(Middle)	06/01/2018	4. Relationship of Reporting Person(s) to Issuer	
1201 N TOWN CENTER DR				5. If Amendment, Date Original Filed(Month/Day/Year)	
(Street)				(Check all applicable)	
LAS VEGAS,Â NVÂ 89144				<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) EVP and CIO	
(City)	(State)	(Zip)		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	18,196 ⁽¹⁾	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of			

				Shares		(I)	
						(Instr. 5)	
Stock Appreciation Right	Â (2)	02/25/2020	Common Stock	3,045	\$ 181.47	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WILSON ROBERT PAUL III 1201 N TOWN CENTER DR LAS VEGAS, NV 89144	Â	Â	Â EVP and CIO	Â

Signatures

Robert B. Goldberg, under power of attorney

06/11/2018

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- (1) Of these shares, 643 shares are shares of restricted stock vesting on February 17, 2019; 3,750 shares are shares of restricted stock vesting one-half on each of May 7, 2019 and May 7, 2020; 1,534 shares are shares of restricted stock vesting one-half on each of February 21, 2019 and February 21, 2020; and 2,859 shares are shares of restricted stock vesting one-third on each of February 8, 2019, February 8, 2020 and February 8, 2021.
- (2) Cash-settled stock appreciation rights exercisable one-third on each of February 25, 2016, February 25, 2017 and February 25, 2018. Fully vested.

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.