

Investor Day

Las Vegas, NV

September 2018

Forward looking statements

This presentation as well as oral statements made by officers or directors of Allegiant Travel Company, its advisors and affiliates (collectively or separately, the "Company“) will contain forward-looking statements that are only predictions and involve risks and uncertainties. Forward-looking statements may include, among others, references to future performance and any comments about our strategic plans. There are many risk factors that could prevent us from achieving our goals and cause the underlying assumptions of these forward-looking statements, and our actual results, to differ materially from those expressed in, or implied by, our forward-looking statements. These risk factors and others are more fully discussed in our filings with the Securities and Exchange Commission. Any forward-looking statements are based on information available to us today and we undertake no obligation to update publicly any forward-looking statements, whether as a result of future events, new information or otherwise. The Company cautions users of this presentation not to place undue reliance on forward-looking statements, which may be based on assumptions and anticipated events that do not materialize.

Agenda

- Maury Gallagher: Welcome & Introduction
- John Redmond: Sunseeker Resorts Evolution
- Ben Mammina: Building Sunseeker Resorts
- Micah Richins: Operating Sunseeker Resorts
- Jason Shkorupa: Food & Beverage
- Scott DeAngelo: Marketing Sunseeker Resorts
- John Redmond: Closing Remarks

State of the State

- Airline in great shape – transition is done!
- Plan: ~125 aircraft end of ’22 – add ~10 aircraft/year
- 2020 revenue/cost programs on pace
- Operations – focused on being one of the best
- KISS outcome = improved airline performance
- Airline – Job #1

History – Evolution of Model

- 30+ years in airline industry – deregulation
- Commuter business – learned about GDS/middlemen
- ***How not to do it -*** 3rd party customer approach
  - GDS Clearing House
  - Travel agents OTAs
- ***Direct*** to customer – no 3rd party distribution - need:
  - IT system - Integrated Proprietary reservations system
  - Third party capability Payments system

Middlemen

- Middlemen – present since beginning of modern travel system
- Direct distribution is difficult
- Critical to distribution - ability to reach large numbers of travelers
- GDS evolution – Sabre/Apollo/Worldspan and others
- Internet – Online Travel Agency (OTA) – Expedia/Priceline/Travelocity
- New ‘middlemen’ evolving – Google, Amazon – others – customer data
- Movement afoot to eliminate middlemen

History – Direct to Customer

- G4 Model - ***leisure*** customer/***leisure*** destination
  - Focus on small towns - customer awareness – big fish!
  - ***Direct*** advertising replaces GDS – brand awareness small town
  - Weekly schedule vs. daily schedule
  - Base approach – all aircraft in leisure base – best economics
  - All personnel in own bed every night
- 2002 - 3rd party products – Hotels 2002 – Rental Cars 2005
- 2004 - Ancillary products - seat assignments, bag fees, priority boarding

A Unique and Better Airline

- **Leisure customer**
  - Will travel in all economic conditions
  - Vacations are valued – price dependent
- **Small/medium cities**
  - Filling a large void
  - Increasing opportunity – industry restructuring
  - Diversity of network – minimizes competition
- **Flexibility**
  - Adjust rapidly to changing macro (fuel/economy)
  - Changes in capacity – immediate impact on price
  - Minimize threat of irrational behavior from others
- **Low cost fleet – used aircraft**
  - Match capacity to demand, highly variable
  - Relatively low capital needs, higher free cash flow

Built to be different
Leisure customer
Underserved markets
Little competition
Low cost aircraft
Low frequency/variable capacity
Unbundled pricing
Closed distribution
Bundled packages
Highly profitable

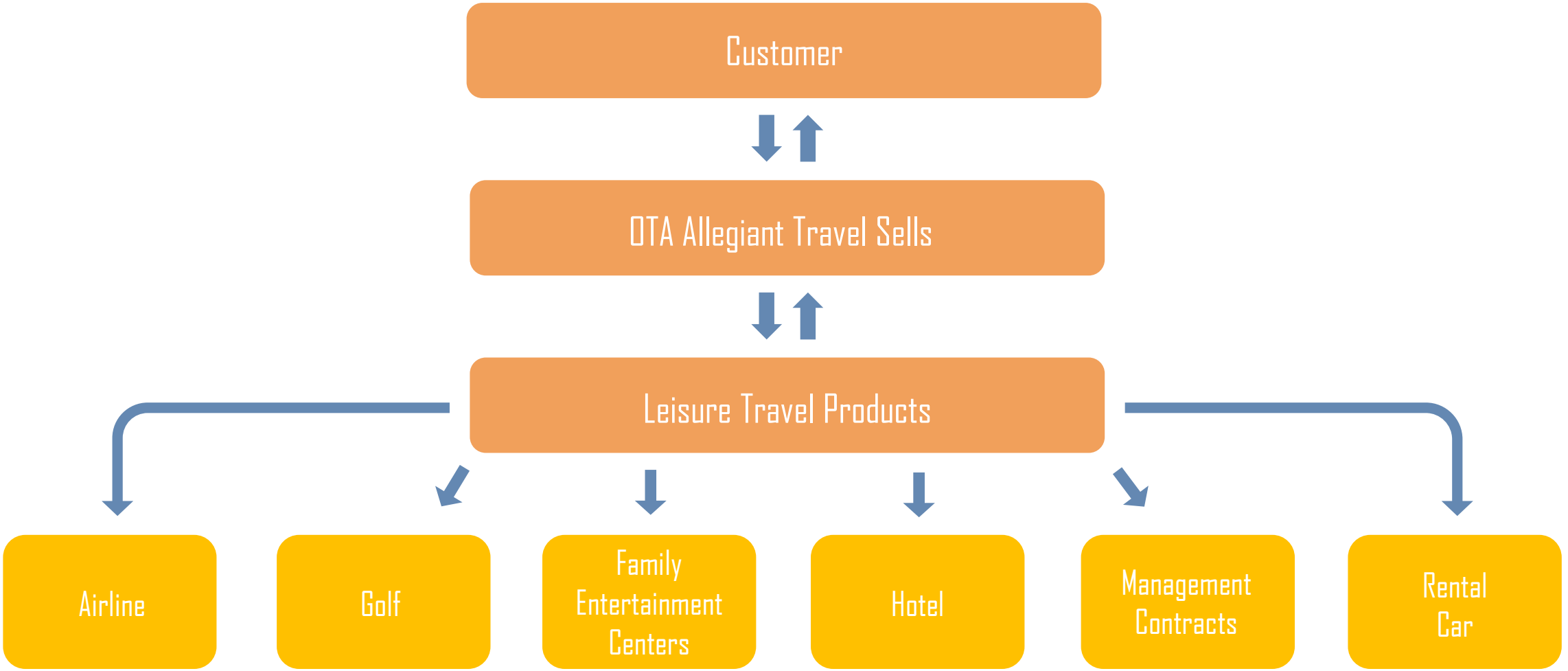
Travel Company – 3rd Party

- 3rd party products have been critical to G4 success
- Since 2005 – sales of ancillary/3rd party products
  - Ancillary products - $3.4B
  - 3rd party products – $1.3B
  - Profits - 3rd party - $400M
  - Hotels - 6.5M+ room nights
- Travel company concept – going for many years
- Always focused on more spend from customer
- Leisure model – customer will buy vs. business customer

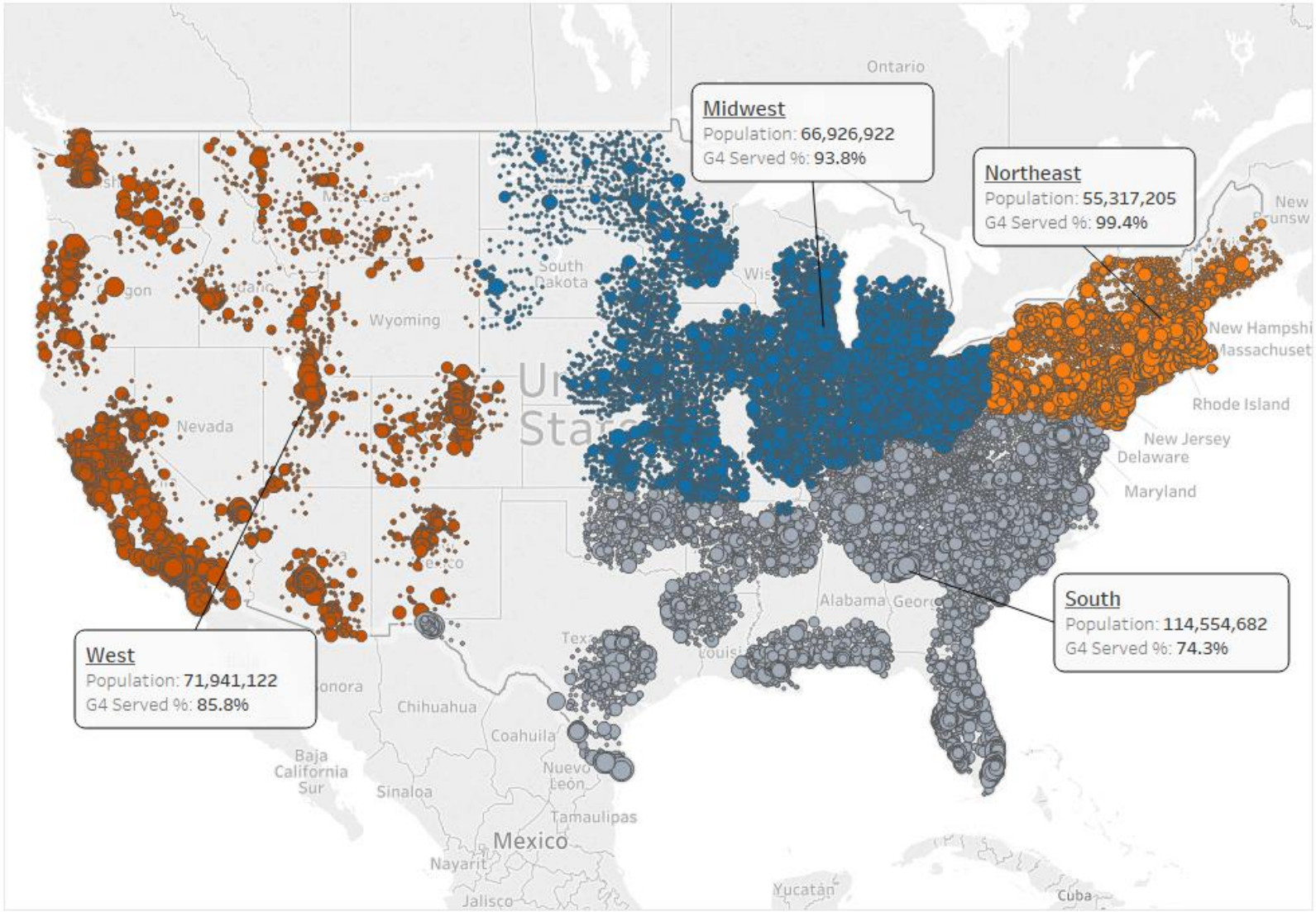
Big Picture – “Amazon” of Leisure Travel

- Customer is focus – leverage ability to talk directly to customer
- Evolution of relationship between product and customer
- Digital/physical world
  - Digital only – e.g. Google/Facebook
  - Digital/physical – Amazon
  - Critical tool set for digital/physical – world class automation
  - G4 one of most advanced automation platforms
- G4 has richest customer data – since 2002
- Goal – leverage existing airline network into leisure network

Allegiant: OTA with its Own Products



Allegiant Country



Source: 2010 Census; within 90 miles of airport

Allegiant 2.0 – Focus on Customer

- How to create barriers to competition?
- Fork in the road – stay airline? Increase travel company?
- Allegiant 2.0 – start of new chapter but continue to be DIFFERENT!
  - Complete Airbus transition – end of November
  - Expand travel company – Sunseeker Resorts
  - Stay the course with airline – continue its growth
- Focus on customer – utilize customer data

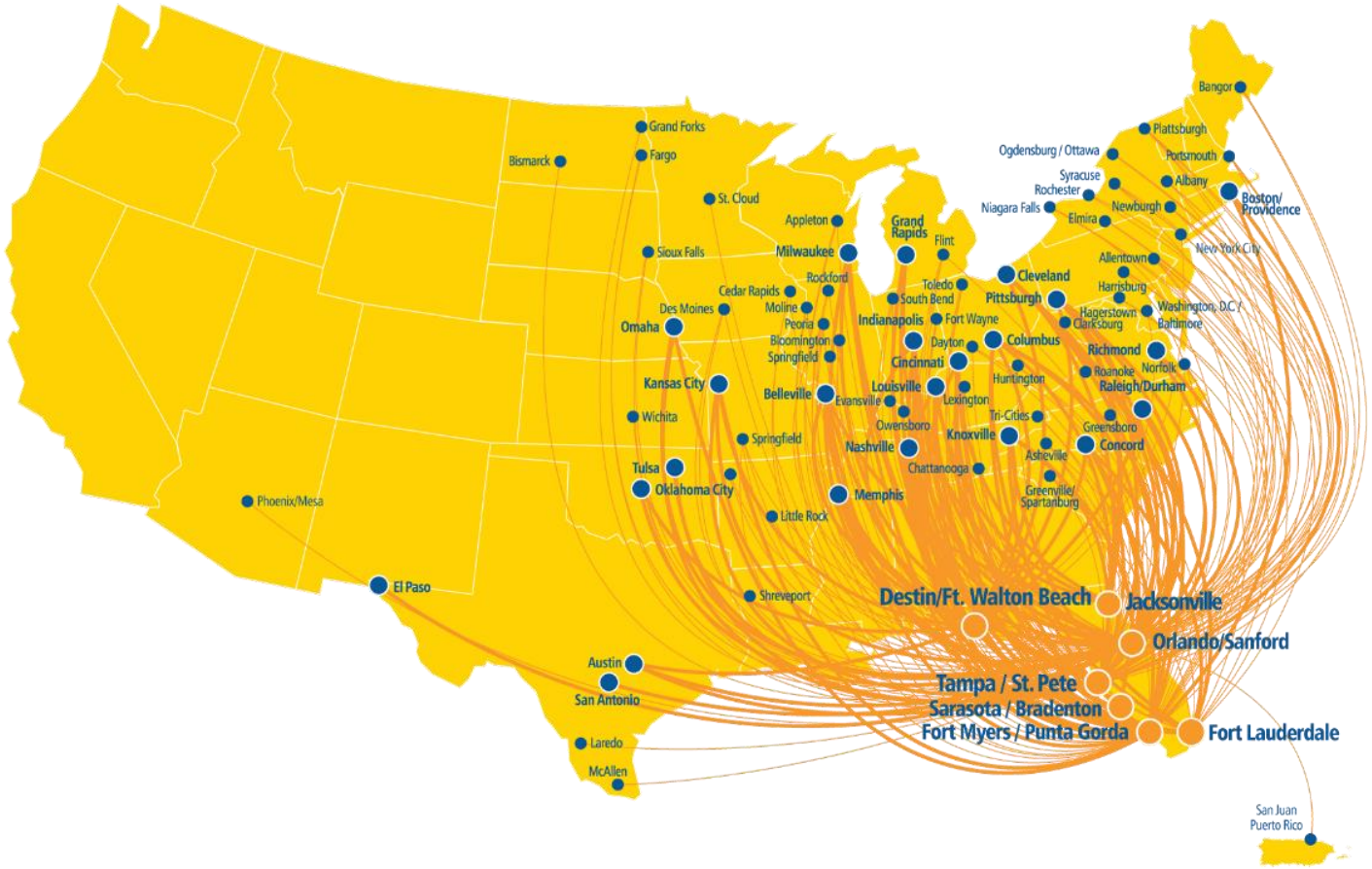
Why Sunseeker Resorts?

- Control customer(s) - focus on 3rd party products, particularly hotel
- Last few years – tough to get hotel product – counter cyclical
- Want more assets to sell – destination resort powerful
- Capture enhanced customer spend
- Florida – ideal location for resort
- Leverage strengths
  - Florida is strategic for G4
  - G4's biggest market – almost 8M passengers in/out in 2018
  - Best-in-class management – Redmond/Mammina/Richins/Shkorupa
    - Acquire land
    - Design and build property
    - Run property

West Coast of Florida - Big Fish/Big Pond

- West Coast of Florida (WCF) - Excellent Resort Location
- Competition - Sarasota to Naples/Marco Island
  - No well known major destination resorts
  - Properties – average 20 - 30 years old
- Demographics
  - Baby boomer destination
  - WCF – Midwest stronghold – G4 strength (https://www.allegiantair.com/interactive-routemap)
- Will be able to brand and elevate
  - Allegiant brand – well known in Port Charlotte and west coast of Florida
  - Sunseeker Resorts– well known as well – game changer west coast of Florida

Florida Network Map



- 230 Routes
- 81 Cities
- 7 Destination Cities
- 5 Crew Bases

Sunseeker Resorts Economics

- *Great ADR numbers - $200+/room night*
- Sell directly to customer – like we have for past 16 years
  - >6.5 million room nights - $780M of top line revenue
  - Package products – air/hotel/car
  - Leverage customer database
- Products – all our brands
- No 3rd party distribution expenses
  - No OTA selling fees
  - No branding fees - e.g. Marriott/Hilton
  - No franchise fees for restaurants
- Revenue benefit - as much as 15 points of revenue

Sunseeker Resorts Evolution – Maintain Optionality!

- Sunseeker Resorts – original model – ‘asset light’ – sell condos generate cash
- Hotel alternative – simple (we like simple) – KISS approach – better returns
- Budget $420M (excludes spend-to-date)
- Sunseeker Resorts cash requirements – fairly smooth over next 24 months
- Expected cash balance at quarter end - $500M+
  - Ability to fund construction of the project from cash flow
  - Longer term will pursue financing on favorable terms during or after construction
  - $300M liquidity target (historical average TTM cash to revenue 29%)
  - Tax change – over $500M cash flow benefit thru 2022
- Optionality – number of options – partner, financing

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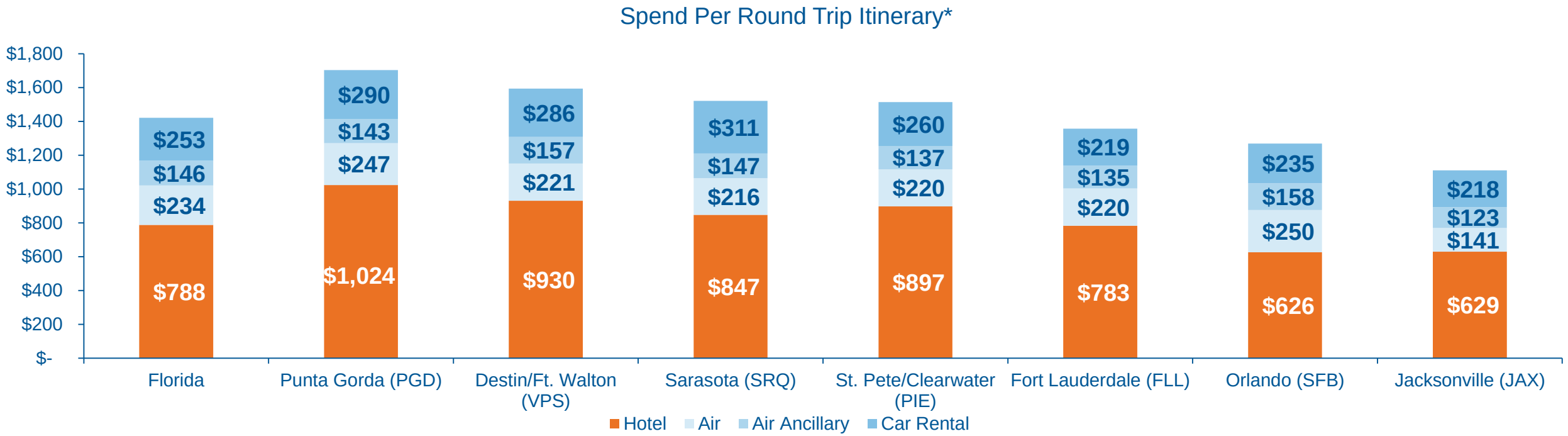
SUNSEEKER RESORT
Charlotte Harbor

Sunseeker Resort Charlotte Harbor

Seeking a Larger Slice of Wallet

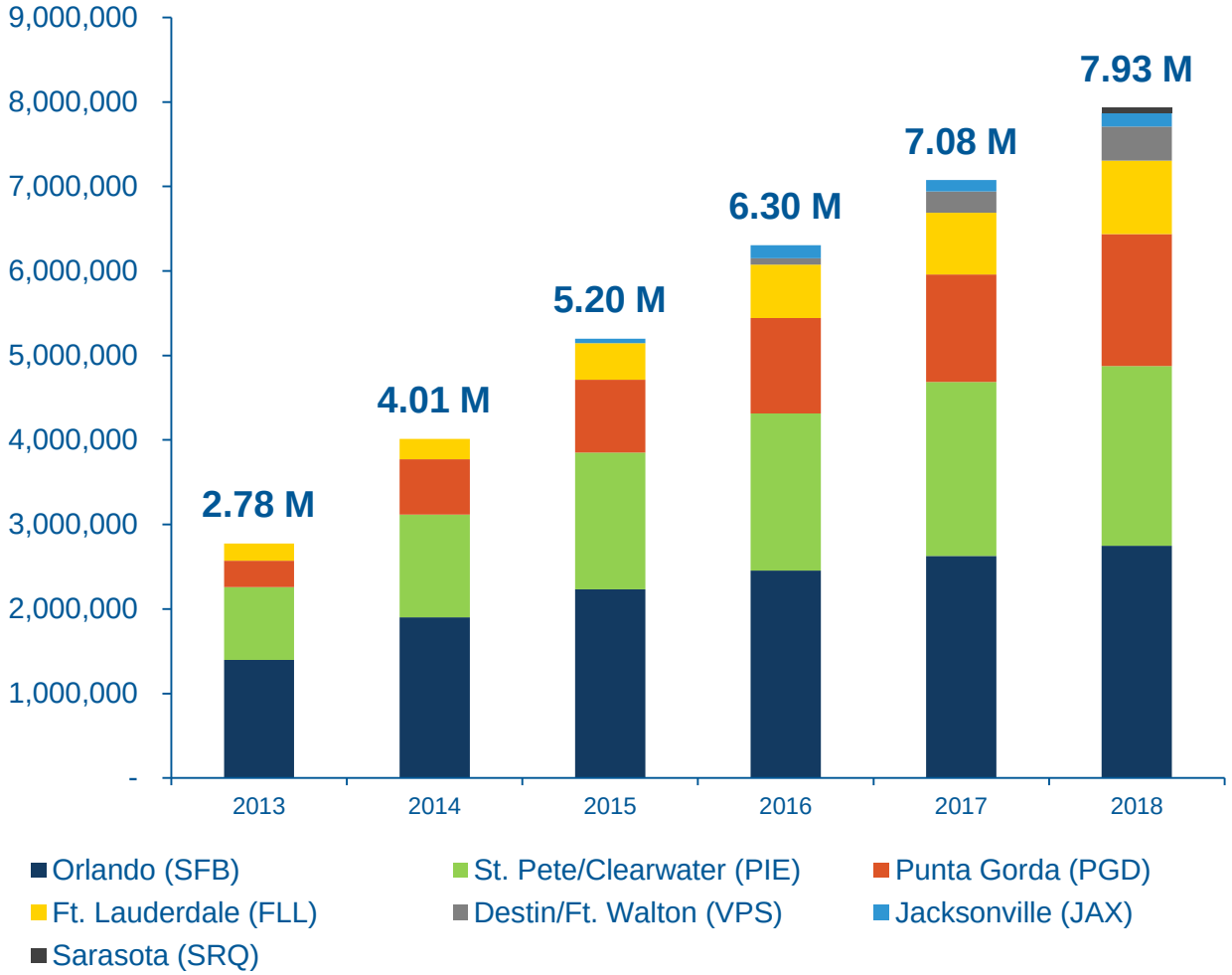


- Hotel represents larger portion of vacation spending than air, air ancillary, and car rental combined
- Food & beverage and on-site recreation will provide additional opportunities to capture spend

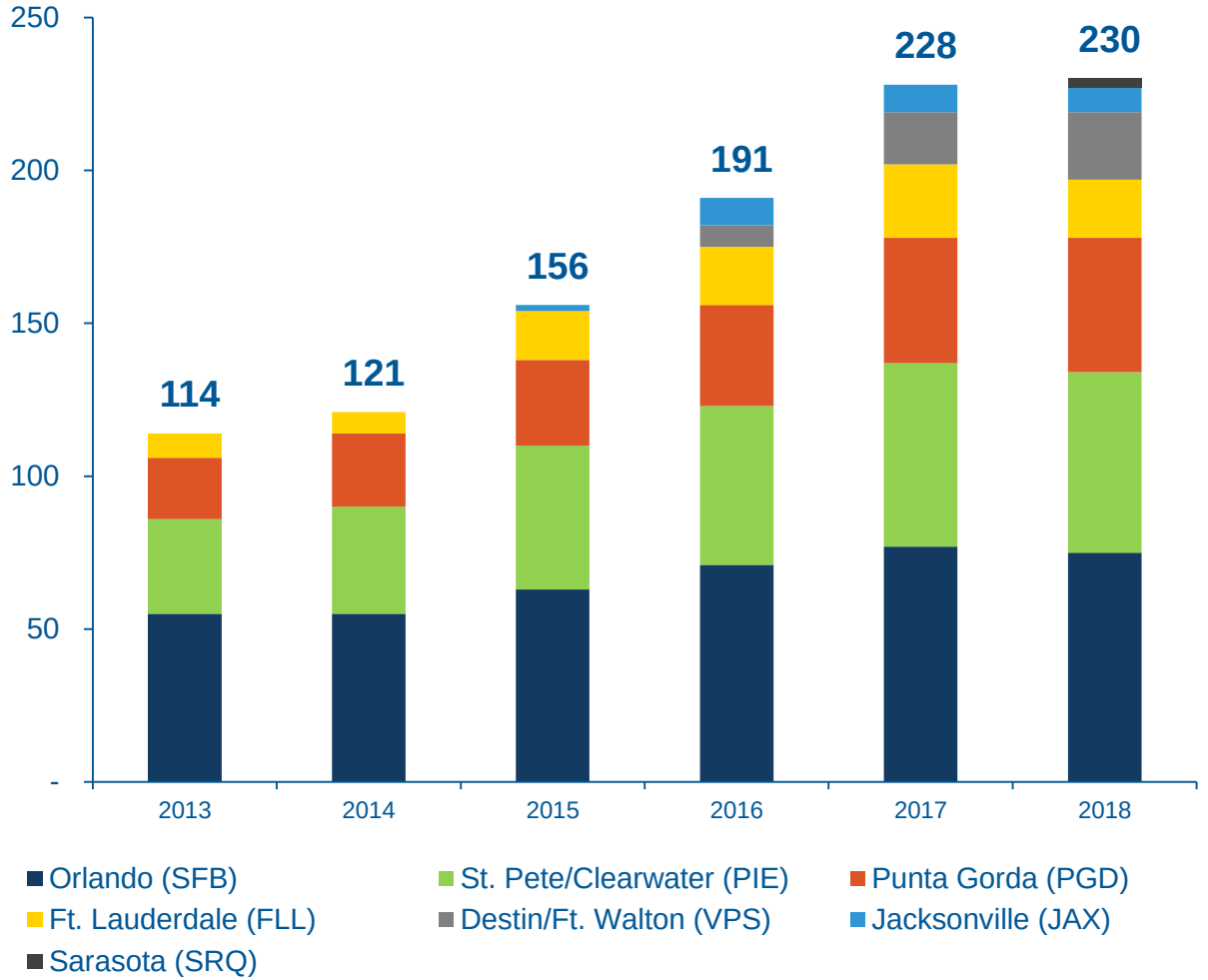
Source: Allegiant booking data trailing 12 months; only customers who take product included in unitized auto & hotel values. * 1.8 passengers/itinerary

Florida: Logical Choice for Sunseeker Resort

Florida Traffic Growth



Routes Served from Florida Destinations

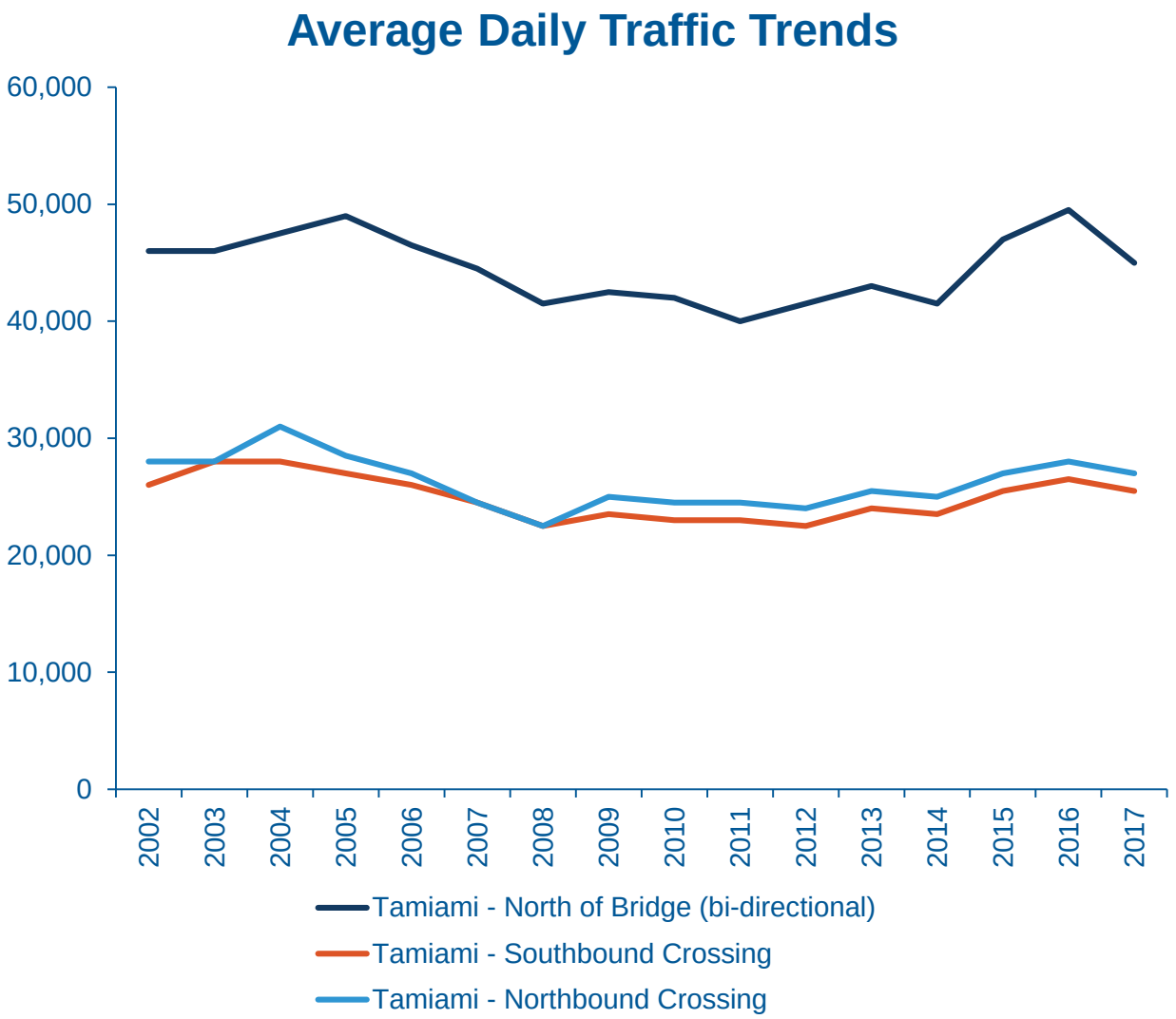


Source: Internal customer data; 2018 full year numbers are forecast

Robust Drive-in Market

- 33 million people live within 500mi of Sunseeker Resort, 14 million of whom > 275mi
- Nonstop air service only available to Atlanta, Orlando, and Key West*

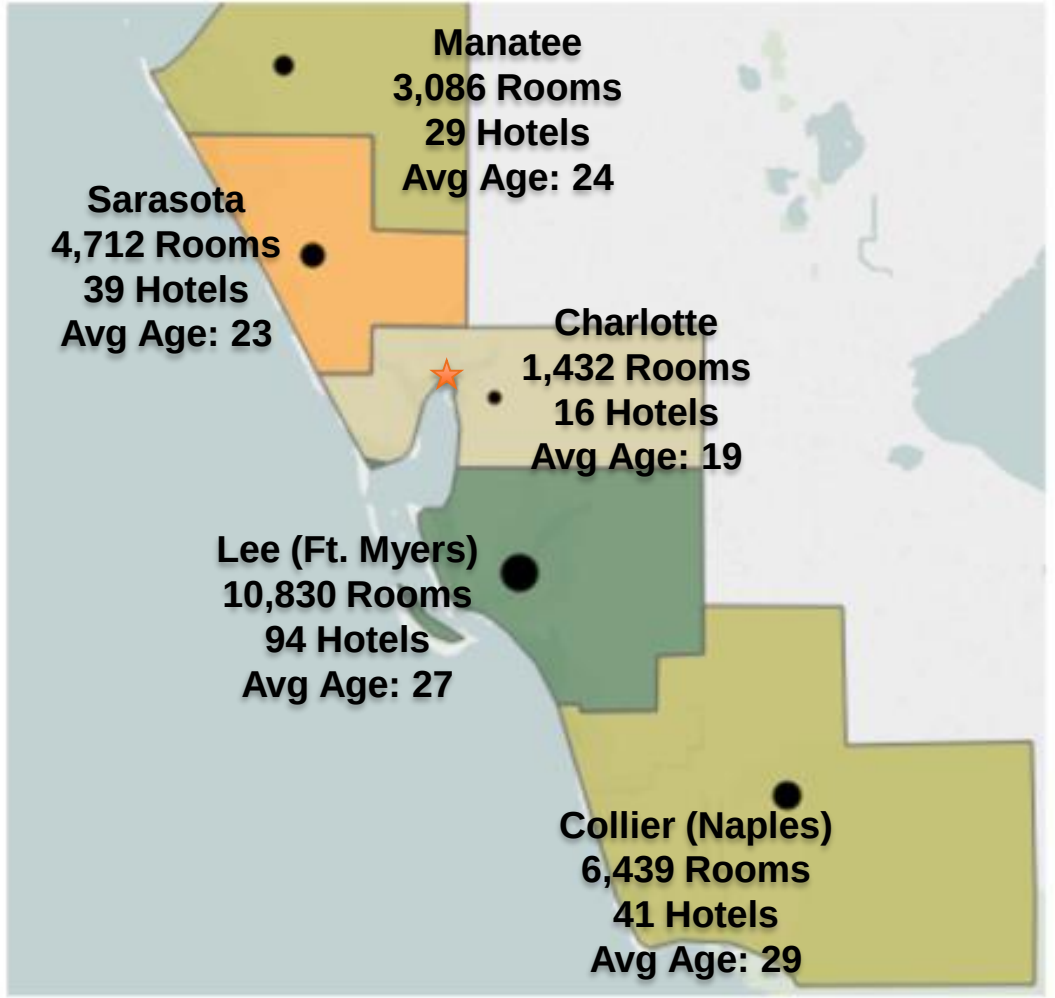




Source: Indiana University's Kelley School of Business, FDOT; * scheduled service to RSW or PGD

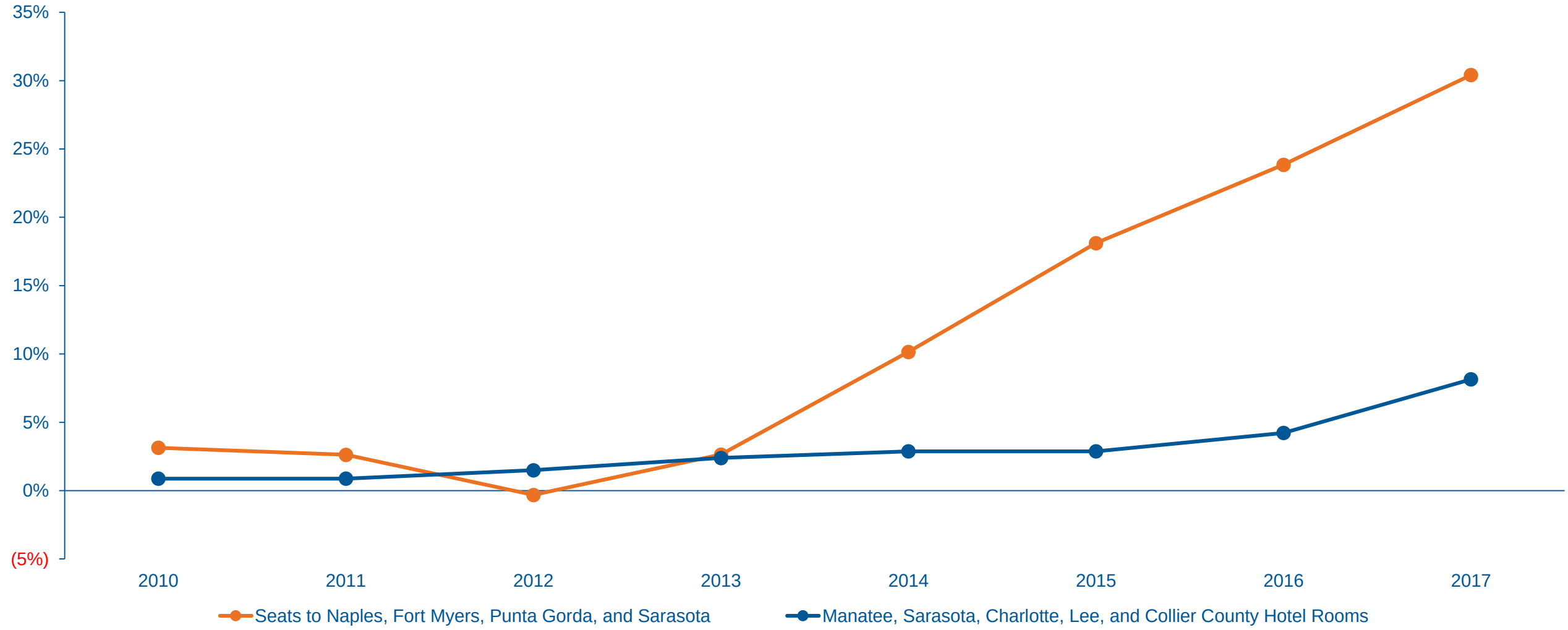
Why Port Charlotte?

- Rapid growth of Allegiant footprint
- Availability of favorably priced, waterfront land
- Growth converging on area
- Opportunity to be a clear category leader



Air Traffic Outpacing Hotel Room Growth

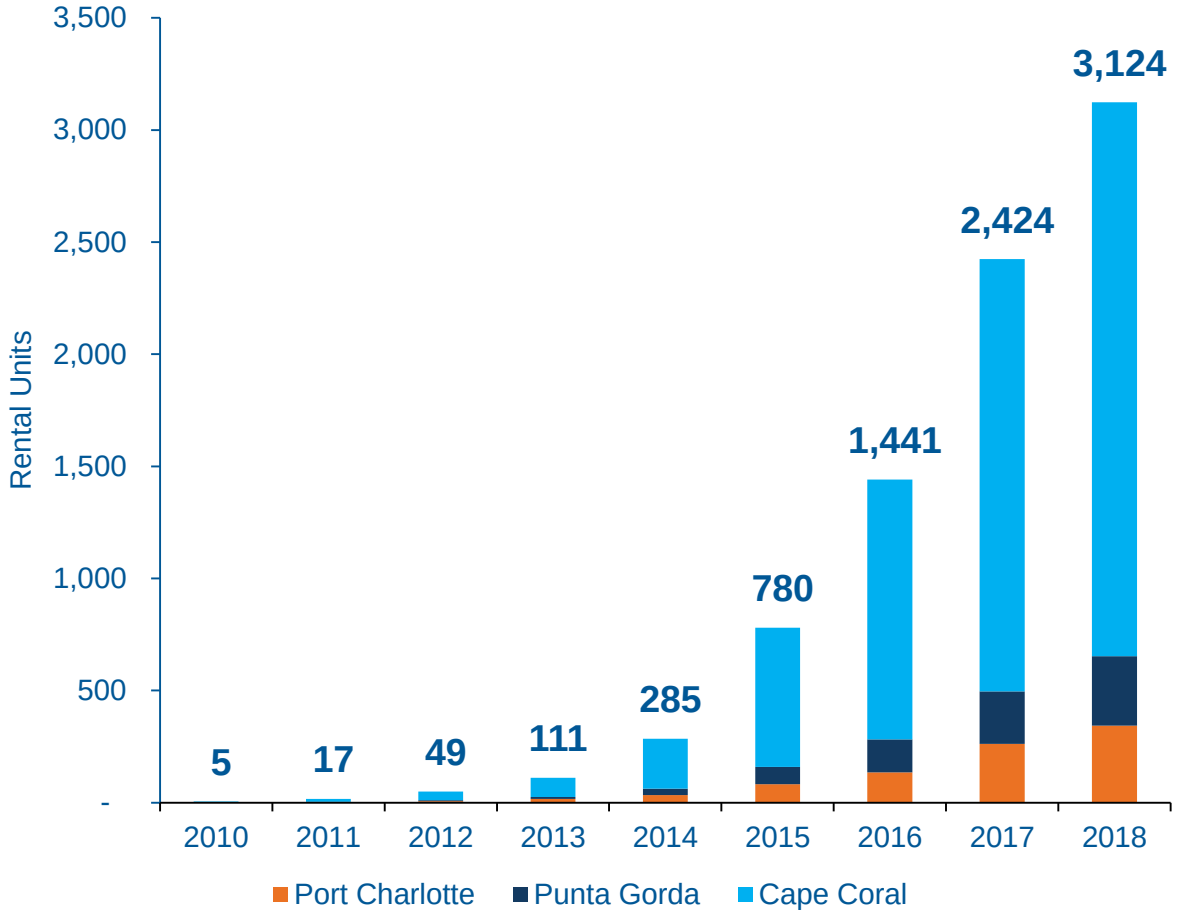
Hotel Room vs. Capacity Growth (% Change Since 2009)



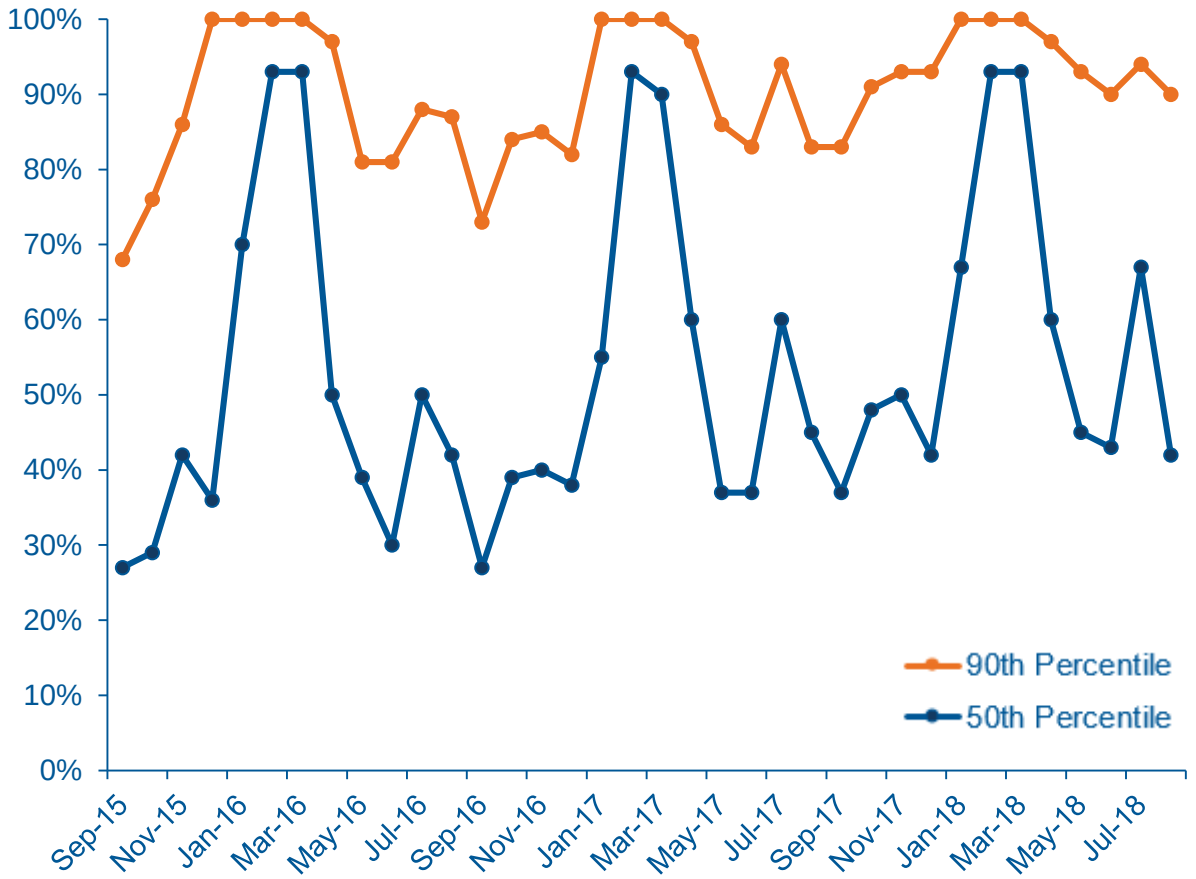
Source: STR data, Innovata airline schedules

Growth in Product Catered to Longer Length of Stay

AirBnb Cumulative Growth



Cape Coral Airbnb Occupancy



Source: airdna.co

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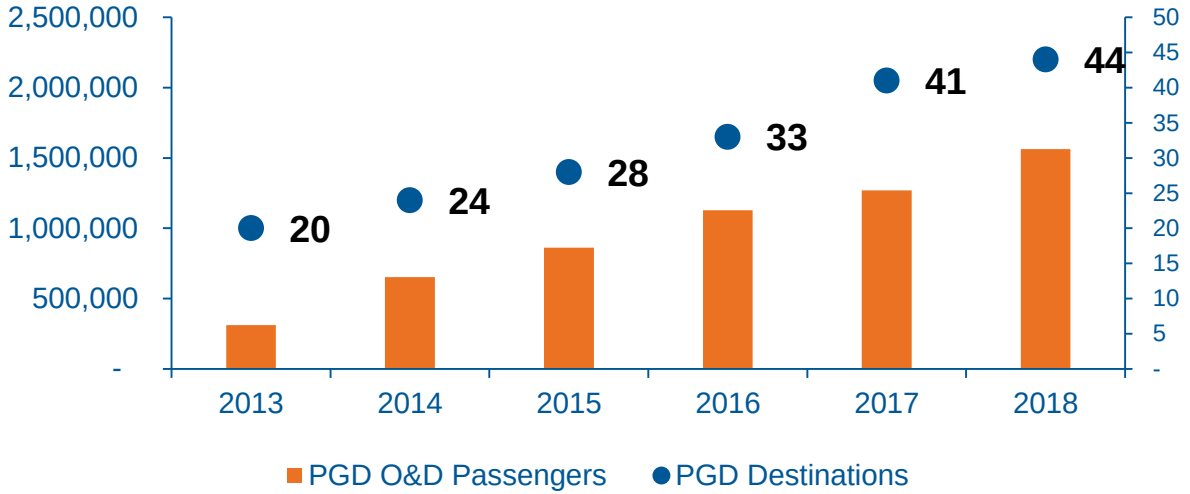
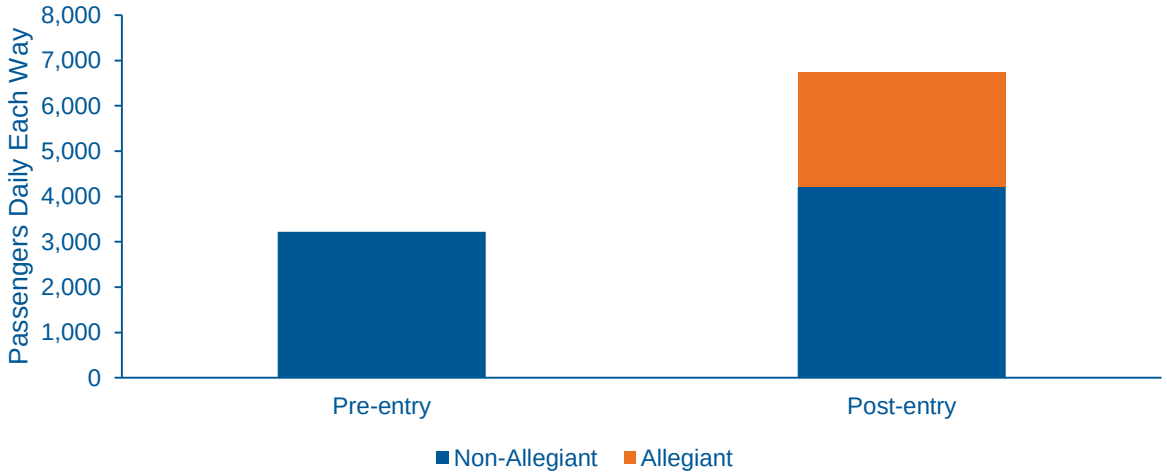
Allegiant Footprint Rapidly Expanding



Punta Gorda (PGD) Growth: 10 minutes from Sunseeker Resort



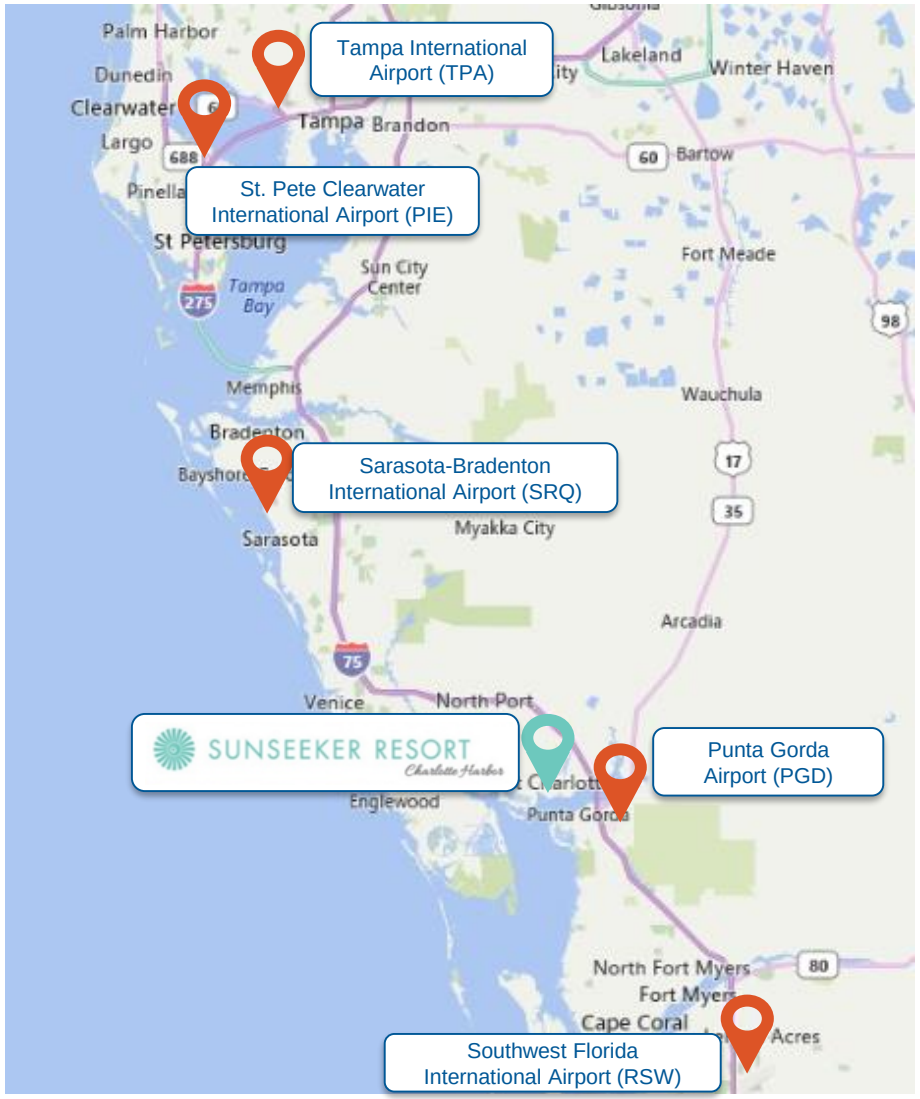
Allegiant Stimulates New Traffic in Southwest Florida



Source: Internal Booking Data, US O&D Survey 2008 vs. TTM Q1 2018 in 44 RSW/PGD markets served by Allegiant

Port Charlotte Offers Proximity to Distribution

Airport	Allegiant destination	Distance from resort	Annual O&D passengers
PGD Punta Gorda	✓	10 minutes south	1.5 million
RSW Ft. Myers		45 minutes south	9 million
SRQ Sarasota	✓	60 minutes north	1.2 million
PIE St. Pete—Clearwater	✓	90 minutes north	2.1 million
TPA Tampa		90 minutes north	20 million



Source: diio.net, 2017 O&D passengers, PGD & PIE projected 2018

Why a Large Resort?

- ***Larger Share of Wallet***
- Building a resort destination, not a hotel
- Larger resident base
- Ability to offer additional amenities (marina, golf, food & beverage)
  - Excitement
  - Greater share of leisure spend
- Keep guests at the resort longer
- People want to be around people
- Diversified revenue stream

Current Resort Plans

$420 million budget (excludes spend-to-date)

- Phased approach
- Revenue ~ 65% rooms, 35% non-hotel
- IT solutions for resort & future management contract opportunities
- Significant spend to accommodate current and future phases such as roads, seawalls, fencing, and power plant
- Management will continue to evolve project

- 500+ hotel rooms
- ~180 condo-hotel units (2 towers)
  - Ability to rent as suites for long-term stays
  - Ability to sell as condos
- ~40K square feet of meeting and catering space
- Compelling restaurants and bar concepts, and retail space
- ~200 slip marina
- 55”+ TV in every room
- Structured parking

Highly Experienced Team



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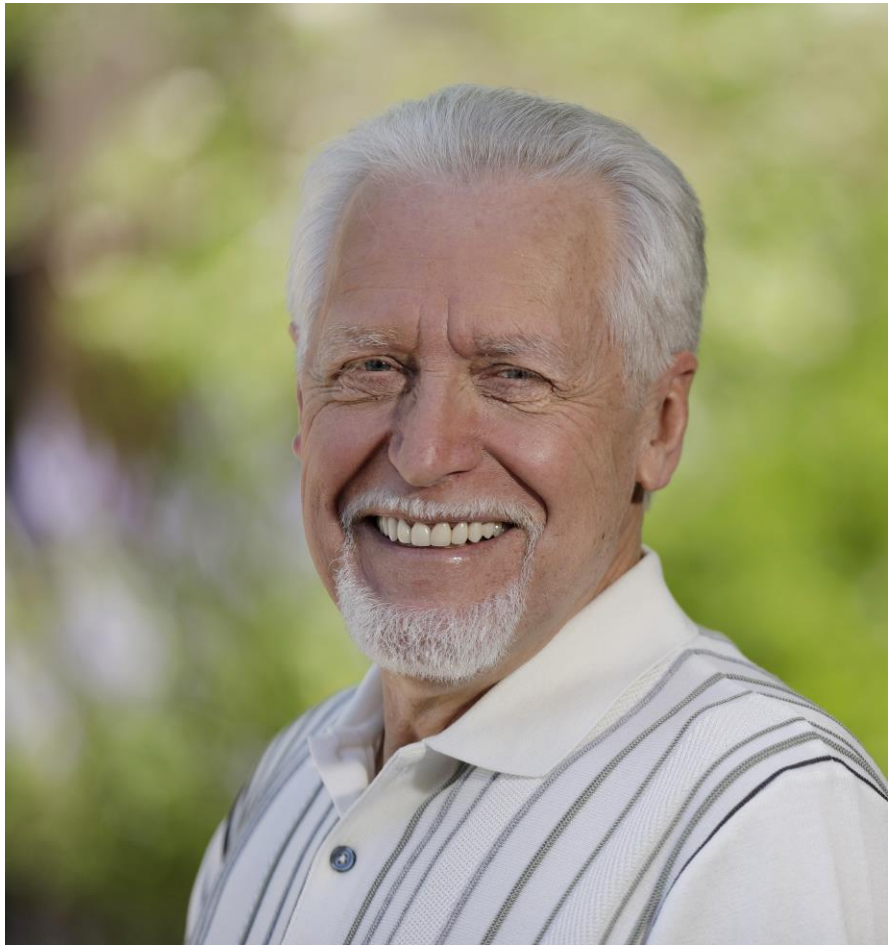
Ben Mammina – EVP Design, Construction and Development

- Started with Allegiant as EVP Design, Construction and Development a year ago
  - Initiated the creation of a new development group
  - Managed the entitlement, design, budgeting of the Sunseeker Resorts project in Port Charlotte
- Ph.D. in Civil and Environmental Engineering with concentration in engineering economics for Mixed-Use project development
- 37 years leading and representing companies pursuing hotel development
- $4 billion of completed hotel development, $30 billion of hotel / mixed use master planning
  - As a representative of the owner
  - $2 billion as owner/builder on their behalf
- 16 years working with John Redmond: “I’m a known entity”
  - 11 of those years was with MGM Resorts as head of their development group
  - Annual management of as much as $400 million in renovation work and $400 million in new construction



How Certain is the Project Budget?

- **Construction Unit Pricing is Known**
  - Internal Analysis
  - Cummings Corporation
  - Local General Contractors
  - Local Sub-Contractors
- **Planning for the unexpected - $48 million plus**
  - $13 million of contingency in the General Construction estimate (about 5%)
  - $15 million of plan completion allowance
  - $20 million in general project contingency
  - TBD for cutting out middlemen
- **Risk Management**
  - Experienced hospitality development staff
  - Work to a budget
  - Early Warning System
  - Oversight

Micah Richins; EVP/COO – Sunseeker Resorts

- 25+ years of hospitality experience
- Deep knowledge of marketing, revenue management, analytics, distribution, operations and entertainment
- Formerly Chief Commercial Officer for MGM Resorts International, controlling pricing, promotion, and segmentation decisions for over 40,000 Las Vegas rooms daily, driving $2B+ in annual room revenue
- Managed operations at MGM Grand (5,000 rooms + 2,000 residences), New York – New York (2,000 rooms) and Luxor (4,400 rooms) hotels



Why Did I Join Allegiant Travel Company?

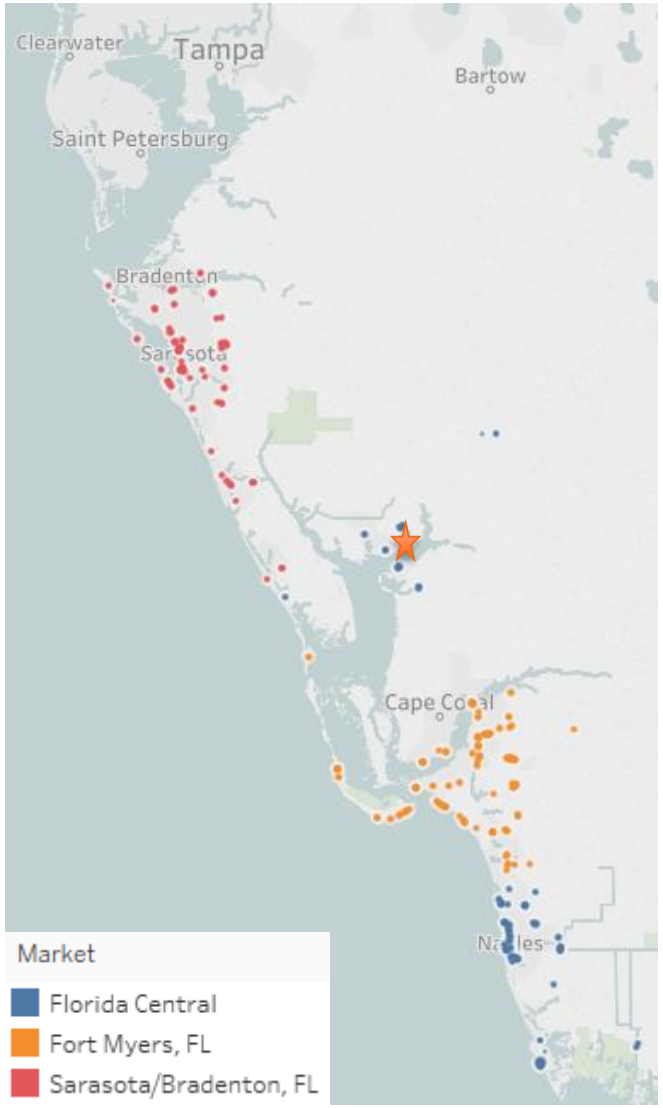
- It matters who you work with
- Innovation / disruption as a core value
- Incredible supply / demand dynamic
- Ability to influence distribution and develop a new market

Extension of the Allegiant Business Model

- Ownership of the customer relationship
- Leverage and supplement an already powerful database
- Use of airline data to inform decision making
- Utilize enterprise functions like HR or Finance for cost efficiency
- Margin advantage of fee avoidance
  - No OTA Fees (20% - 30% commission)
  - No Marketing Fees (2% - 5% of revenue)
  - No Franchise or Royalty Fees (5% - 6% of revenue)
  - No Management Fees (4% - 6% of revenue)

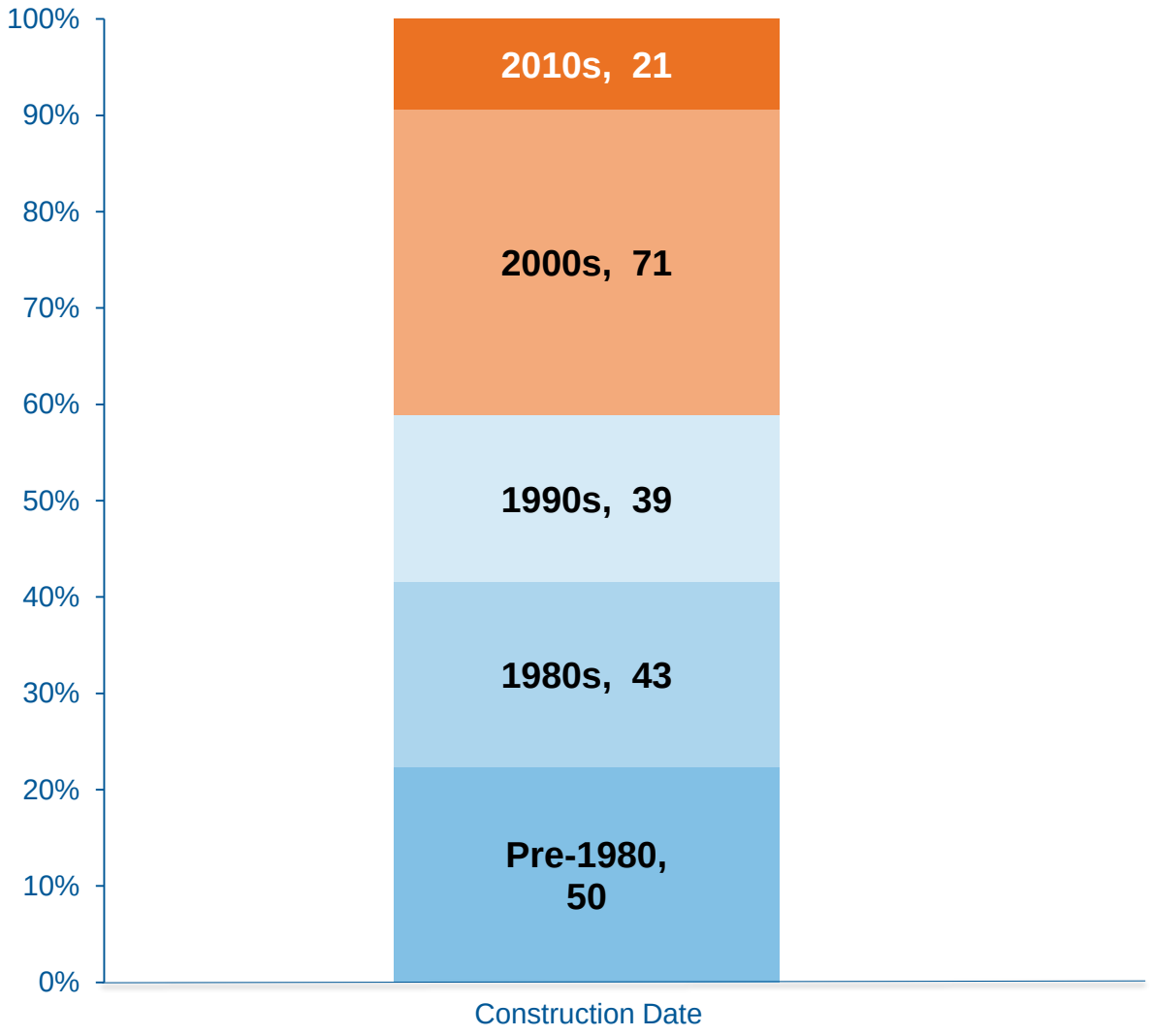
Terminology & Competitive Set

- 224 Southwest Florida Properties: Sarasota to Marco Island
- STR Markets: Florida Central*, Fort Myers, Sarasota/Bradenton
- STR Classes:
  - **Luxury**
  - **Upper Upscale**
  - **Upscale**
  - **Upper Midscale**
  - **Midscale**
  - **Economy**



Source:*STR Florida Central includes all properties not in another area. We have further limited it to only Southwest Florida

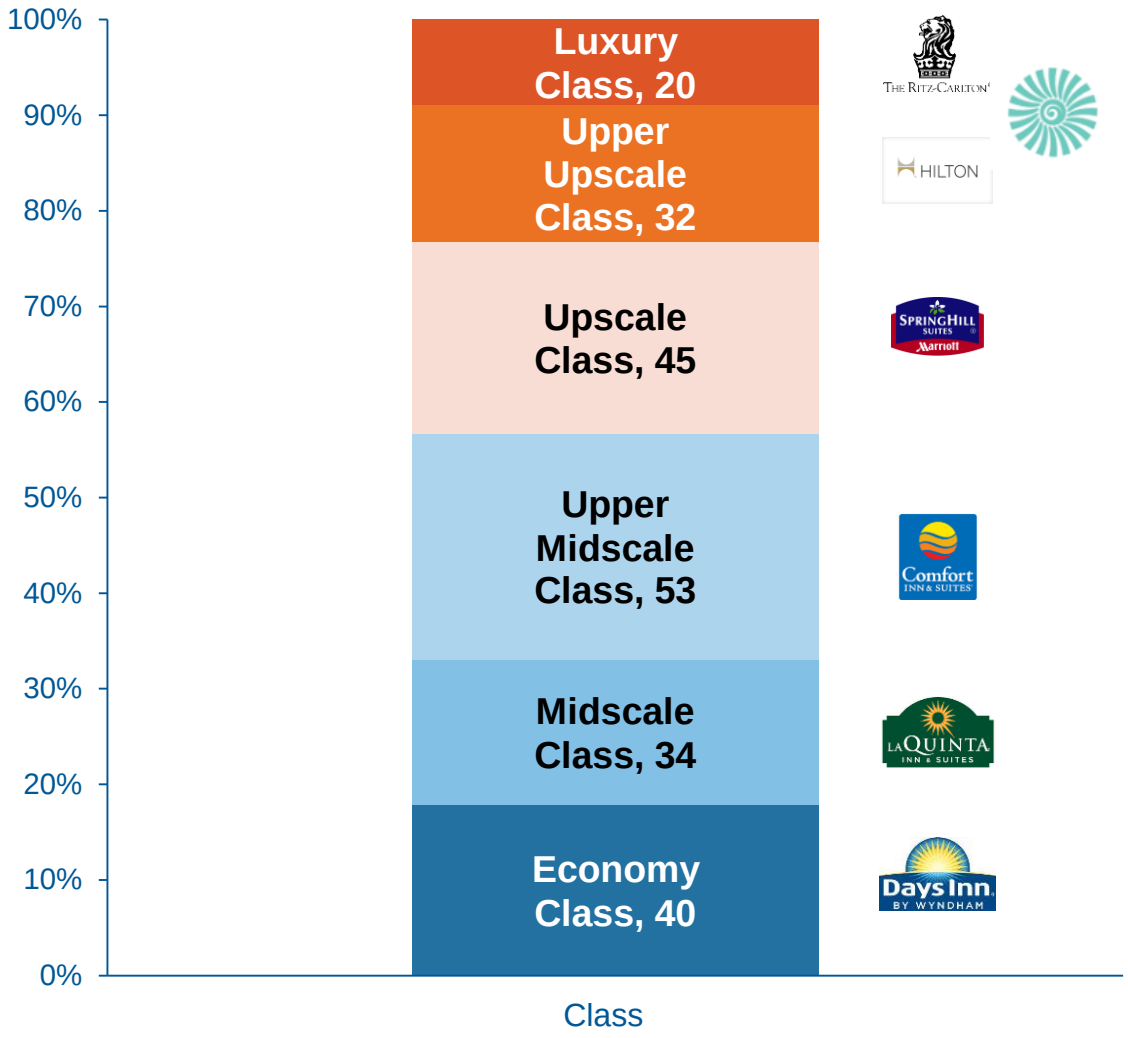
Coastal Southwest Florida Product is Dated



- Average age: 26 years
- Less than 10% built after 2010
- 60% built before 2000
- Competitive disadvantages:
  - Deferred maintenance
  - Built at grade
  - Tired design elements
  - Legacy technology

Source: STR

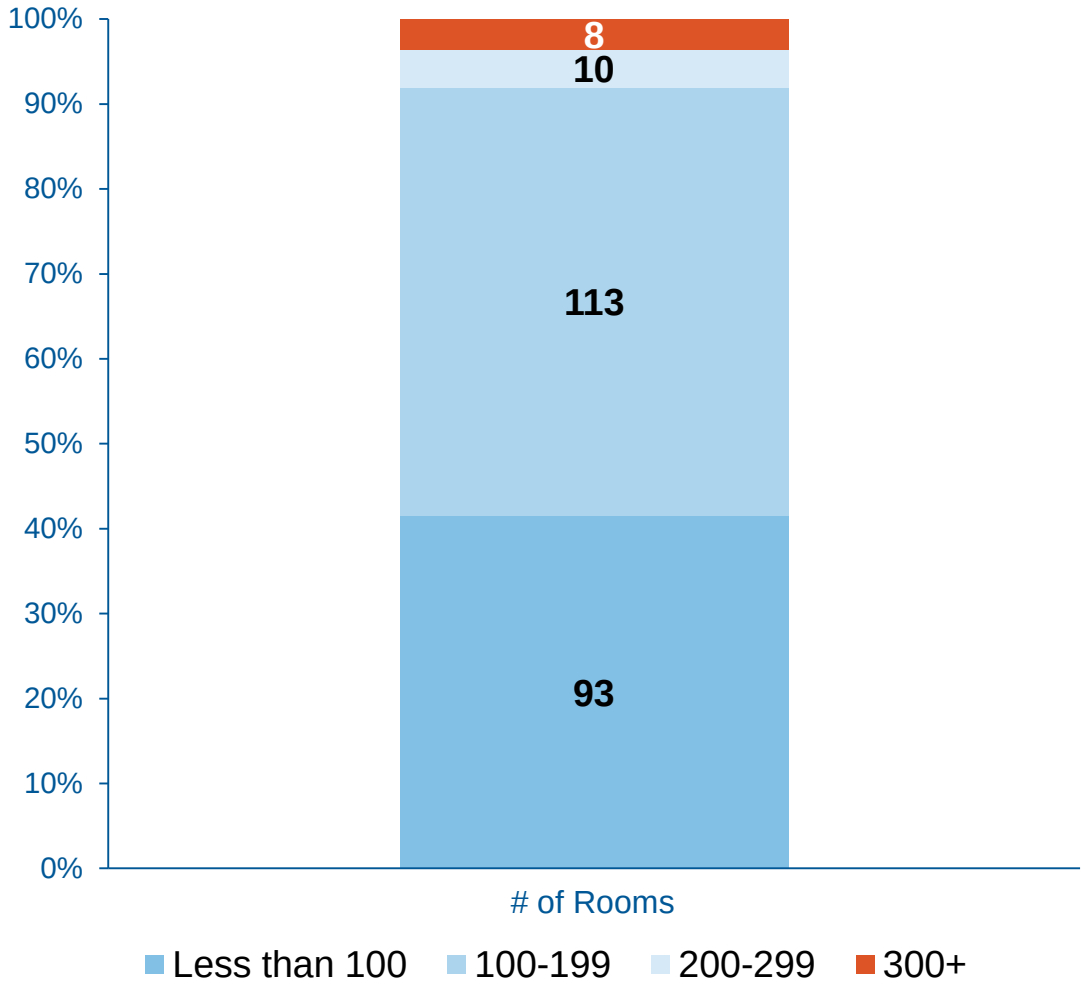
Memorable Product Lacking



- Luxury (9%) and upper upscale (14%) product is underrepresented
- Over 76% of the Southwest Florida product is upscale or lower
- Difficult to achieve pricing power without differentiated experience

Source: STR

Minimal Large Resort Product

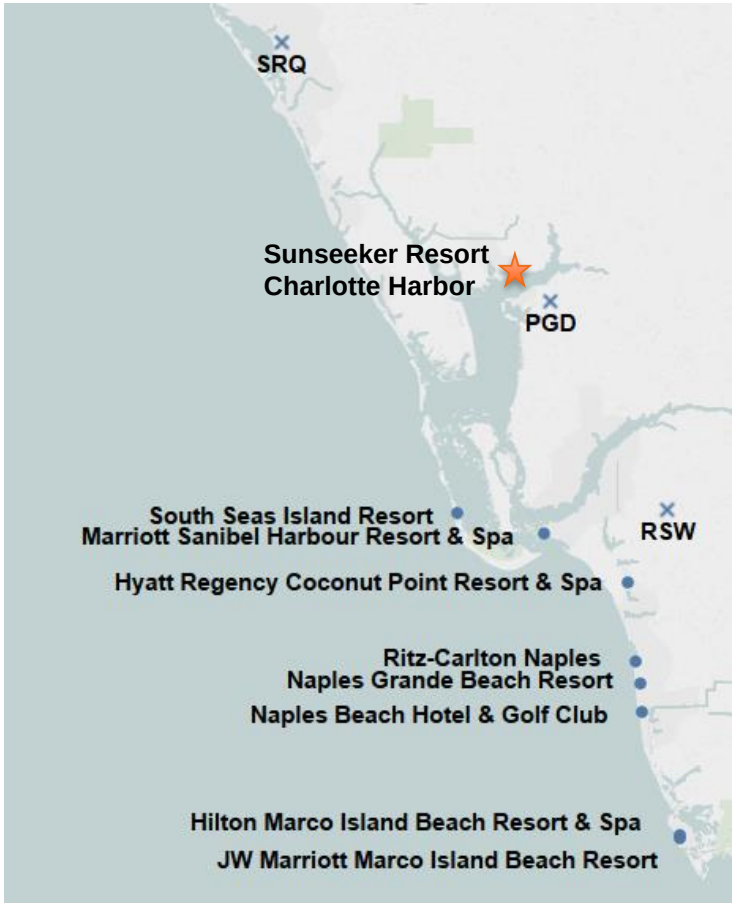


- Only 8 large resorts (300+ rooms) between Sarasota and Marco Island
- Average age is 37 years old
- Hyatt Regency Coconut Point is the only one less than 30 years only (built in 2001)
- Size is a driver of excitement and diverse experiences

Source: STR

Ease of Access Advantage

Resort	Punta Gorda (PGD)	Sarasota (SRQ)	Fort Myers (RSW)
Sunseeker Resort Charlotte Harbor	**10 minutes**	**60 minutes**	44 minutes
Hyatt Regency Coconut Point	46 minutes	101 minutes	**24 minutes**
Ritz-Carlton Naples	58 minutes	115 minutes	36 minutes
Naples Grande Beach Resort	59 minutes	116 minutes	37 minutes
Marriott Sanibel Harbour	54 minutes	110 minutes	34 minutes
Naples Beach Hotel & Golf Club	62 minutes	119 minutes	42 minutes
JW Marriott Marco Island Beach Resort	79 minutes	136 minutes	58 minutes
Hilton Marco Island Beach Resort & Spa	80 minutes	137 minutes	58 minutes
South Seas Island Resort	87 minutes	143 minutes	66 minutes



- Sunseeker Resort will be the closest option for fliers to PGD & SRQ
- Sunseeker Resort will be closer to RSW than Marco Island resorts, and comparable distance as Naples resorts

Source: STR, Distance: Google Maps, 1pm EST on Thursday 8/30

External Analysis: Innovation Group Findings

Services

- Orlando based consulting team
- Commissioned by Allegiant for Sunseeker Resort & Port Charlotte area Market Analysis & Feasibility study
- Widely respected professional services firm for leisure & gaming developments
- Served dozens of notable clients in the leisure & gaming space:
  - MGM Resorts International
  - Marriott International, Inc.
  - Hilton Hotels and Resorts
  - Hyatt Hotels and Resorts
- Extensive domestic & global experience

Findings

- **Occupancy: 90%+**
- **Hotel ADR: $185+**
- **Condo/Hotel ADR: $360+**

Why Meeting Space in a Leisure Hotel?

- Mitigates occupancy / ADR risk
- Advanced bookings add predictability to forecasts
- Smooth seasonality curves
- Targeted group business extremely profitable
- Purpose built space with fresh designs creates distinct advantage
- Advantage of airline as a differentiator

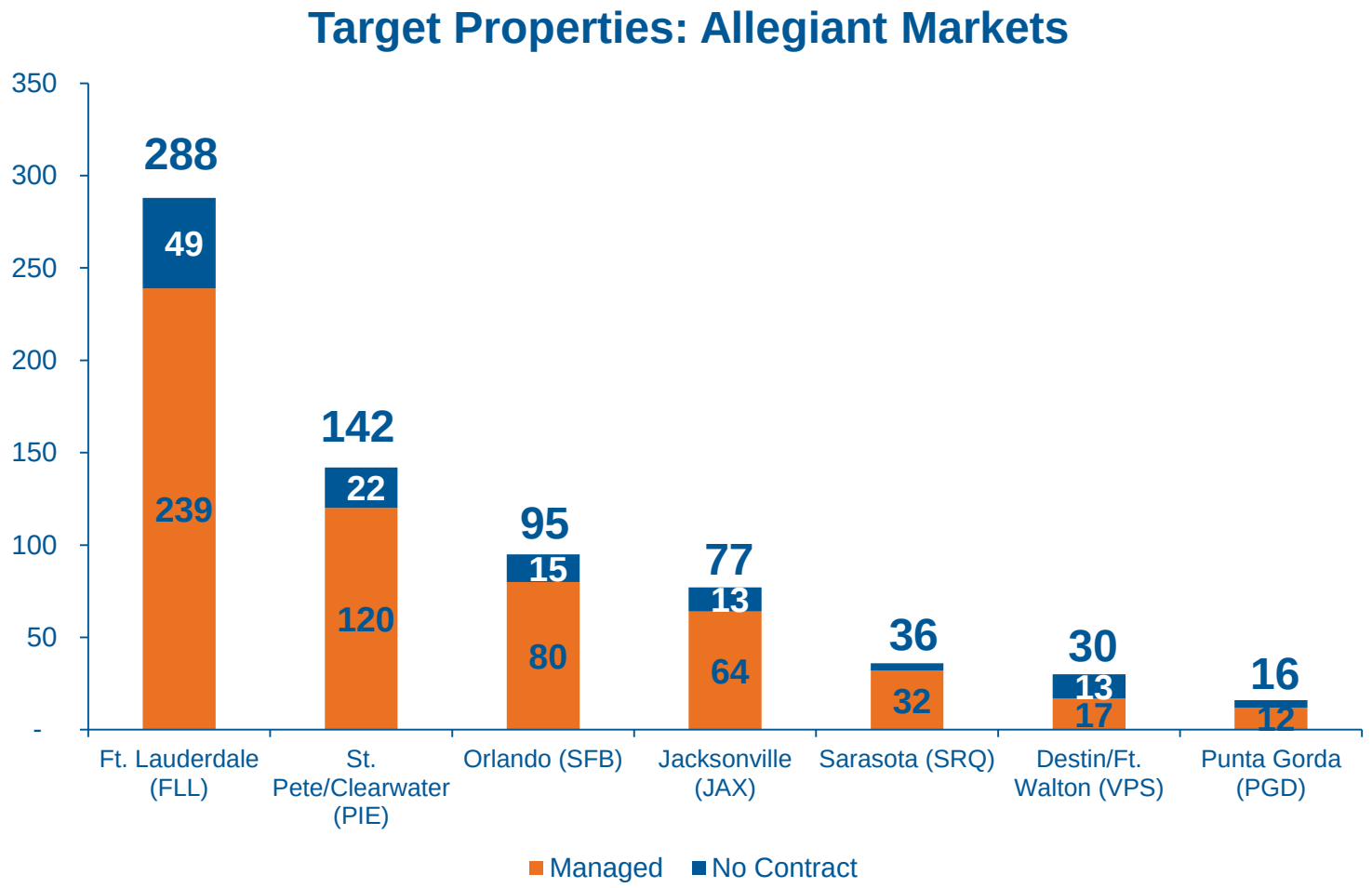
Unlocking Asset Light Opportunities

- Tremendous opportunity for management contracts and franchise
  - Key strategic benefit of building Sunseeker Resort
- Sunseeker Resorts investment enables assembly of key talent required to establish a management company
- Execution of the resort provides credibility
- 2% - 4% of revenue, 10% - 30% of profit after owner priority

Source: Skift

Robust Opportunity for Management Contracts

- Potential Targets:
  - Hotels > 100 rooms
  - Not managed by key brand
  - Within 25 miles of a G4 FL airport
- 684 properties
  - 120 with no contract
  - 564 with a contract



Source: STR; Key Brand: Marriott/Starwood, Hyatt, Choice, Disney, Hilton, Wyndham

What Problems Are Owners Solving for?

- One size fits all approaches
- Weak revenue management and distribution
- Dependency upon OTA’s
- Limited access to evolving technology
- Inability to leverage data for decision making

A Better Management Company

Traditional Offerings

- **Revenue Management**
- **Distribution**
- **Sales & Marketing**
- Operations
- Design & Development
- Spa & Fitness
- Golf
- Call Center
- HR
- Finance

Key Differentiators

- Paradigm breaking technology
- Airline distribution pipeline
- Airline charter
- Business intelligence and advanced analytics
- Access to portfolio of F&B brands

Jason Shkorupa – VP F&B and Resort Development

- Spent 26 years with MGM Resorts until joining Sunseeker Resorts in September 2018
- MGM Grand's annual F&B revenues $300M+, one of the largest F&B operations in the nation serving 25–30K meals daily
- Great relationships with celebrity chefs Wolfgang Puck, Masaharu Morimoto, Emeril Lagasse, Tom Colicchio, Joel Robuchon, and Michael Mina including partners with Hakkasan & China Tang groups.
- Led large teams – 250 management and 3,000+ employees
- Worked at 4 MGM Resorts properties - MGM (5,000 rooms + 2,000 residences), Monte Carlo (3,000 rooms), Luxor (4,400 rooms), and Excalibur (3,500 rooms) - in a wide range of roles
- In leadership roles from 1993 – 2018: started as Executive Chef
- Opened more than 80 new F&B concepts



Food & Beverage Program Philosophy

- Will be the market leader of Food & Beverage in the region
- Offering broad variety of F&B experiences – “One stop shop”
- Self-concept and self-branded
  - No management or franchise fees
  - Efficiency in design, back-of-house kitchens, receiving and infrastructure
  - Bulk purchasing power, leveraging scale, and synergies
- Investment in people: refined service and expanded staff education and training

Food & Beverage Vision

- Compelling overall Food & Beverage Portfolio. “Must see venues”
- Creating a sticky environment. Pockets of fun. Drive wallet share
- Approachable resort casual & refined specialty offerings
- Recognizable experiences and “never seen before experiences” in this market
- Appeal to extended stay guests as well as local community visitors
- Create loyal repeat visitation amongst local audience / marina visitation
- High quality, sustainable, farm to table, chef inspired culture

Corporate Business, Activations, and Events

- Meeting Space: Banquets & Catering
  - Corporate groups and social gatherings
  - Mixers, receptions, weddings, birthdays, anniversaries, charity, and social parties
  - Higher average spend / most profitable F&B business

- Extensive Special Events & Programming
  - Food and wine events
  - Chef & mixology demos
  - Road show chef dinners
  - Outdoor live music entertainment
  - Seasonal & holiday activations
  - Scotch & cigar mixers
  - Marina activations



Sunseeker Resorts Marketing

Scott DeAngelo; SVP/CMO – Allegiant Travel

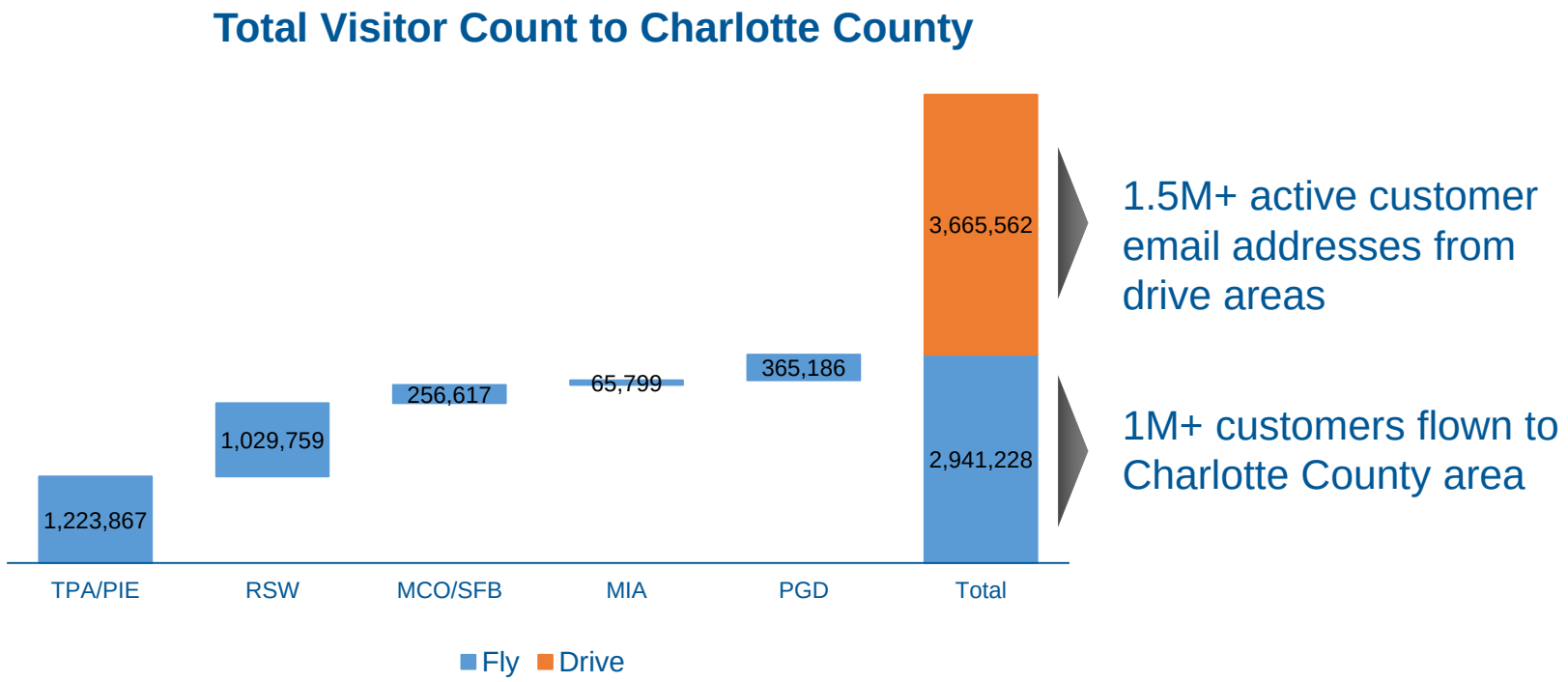
- 20+ years of Marketing, Analytics and Product leadership experience across B2C and B2B
- Deep expertise in marketing strategy, data analytics and commerce technology across retail, payments and travel/hospitality
- Formerly head of Product, Pricing and Data at Vantiv, now Worldpay, helping to drive the successful IPO in 2012 and growth into a Fortune 600 company named to Forbes Top 25 Fastest Growing Tech Companies
- Formerly Global Consulting Group Leader at Acxiom Corporation and Engagement Manager at McKinsey & Company



Overview of Total Charlotte County Visitation

Allegiant is able to address a large portion of total Charlotte County visitors from fly and drive markets





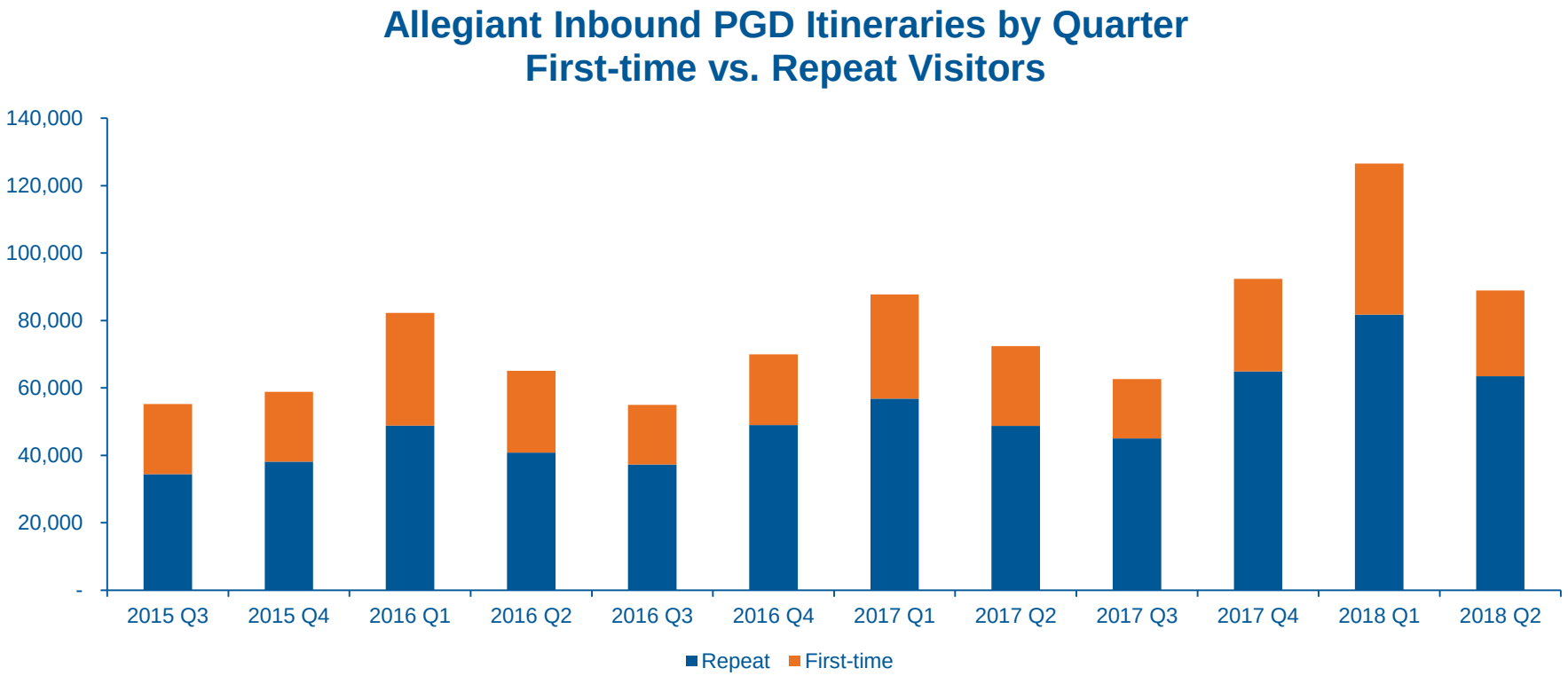
1.5M+ active customer email addresses from drive areas

1M+ customers flown to Charlotte County area

Source: Charlotte County BoCC; Allegiant booking data; Allegiant analysis; Trailing 12 months

Allegiant Inbound ITNs to PGD

Allegiant generated more than 365K ITNs to PGD in the past year, up 53% over the past two years, with a healthy mix of first-time and repeat visitors



In past 12 months:

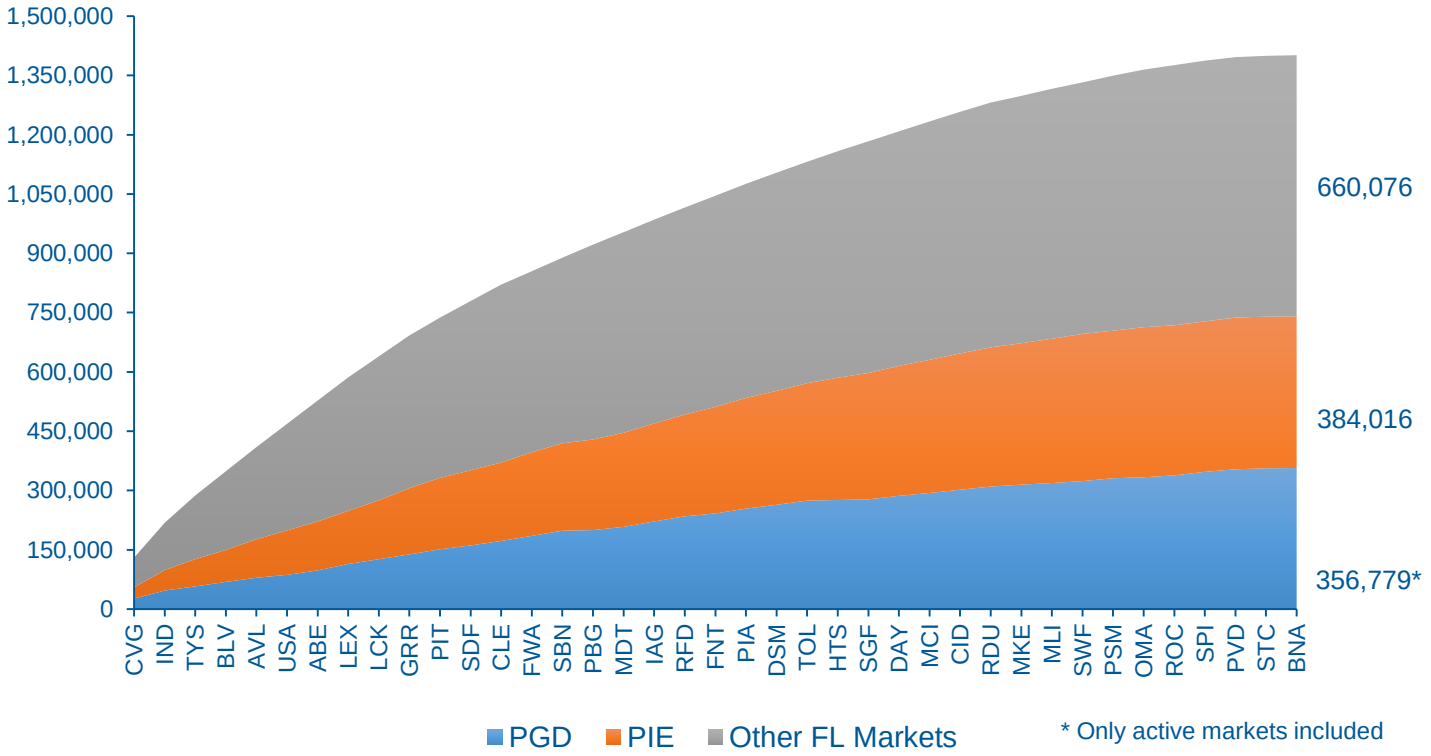
- 250,083 repeat customer ITNs
  - +32% vs. prior year
- 115,103 first-time customer ITNs
  - +23% vs. prior year

Source: Allegiant booking data; Trailing 36 months

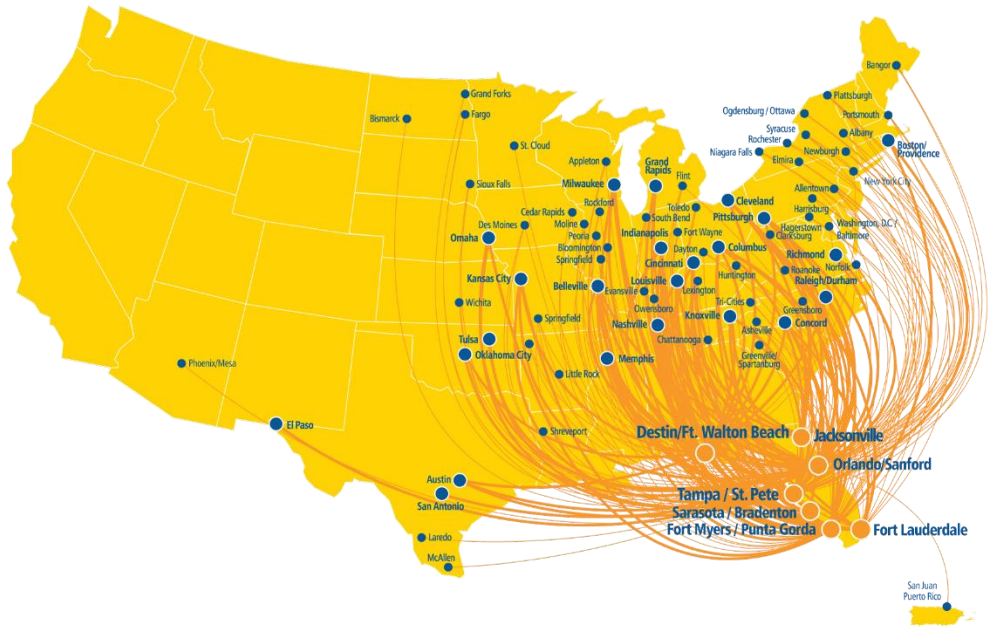
Allegiant Inbound ITNs to PGD by Feeder Market

Above and beyond PGD, Allegiant generates nearly 400K ITNs into nearby PIE and more than 650K ITNs into other Florida markets from PGD feeder markets – more than 1.4M total customers

Cumulative Customers to Florida Markets by Origin City



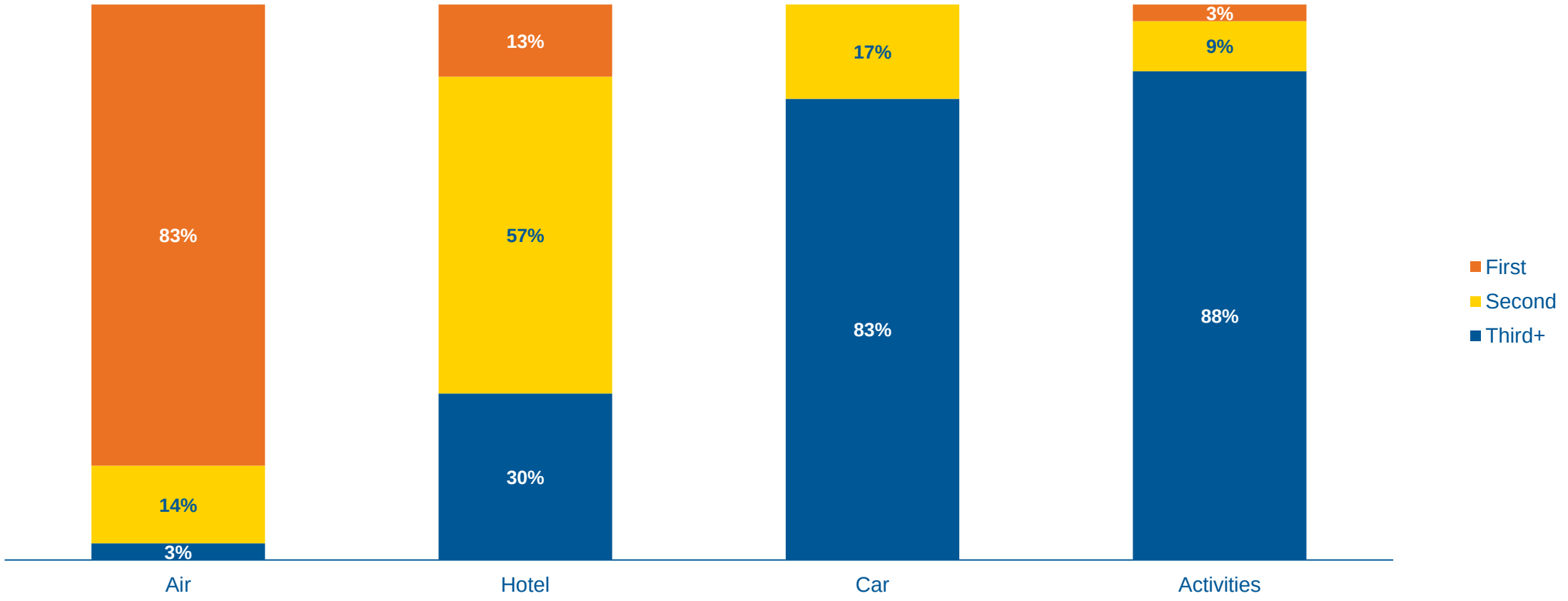
* Only active markets included



Source: Allegiant booking data; Trailing 12 months

Allegiant Well-Positioned to Steer Hotel Choice

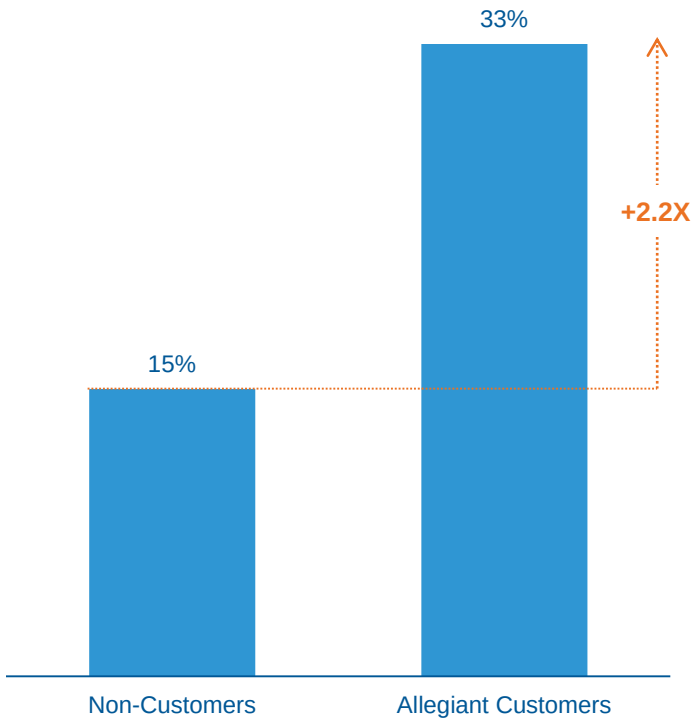
In what order do you typically book the following when planning a leisure trip?
Allegiant Customers



Source: Heart+Mind Strategies LLC Market Research

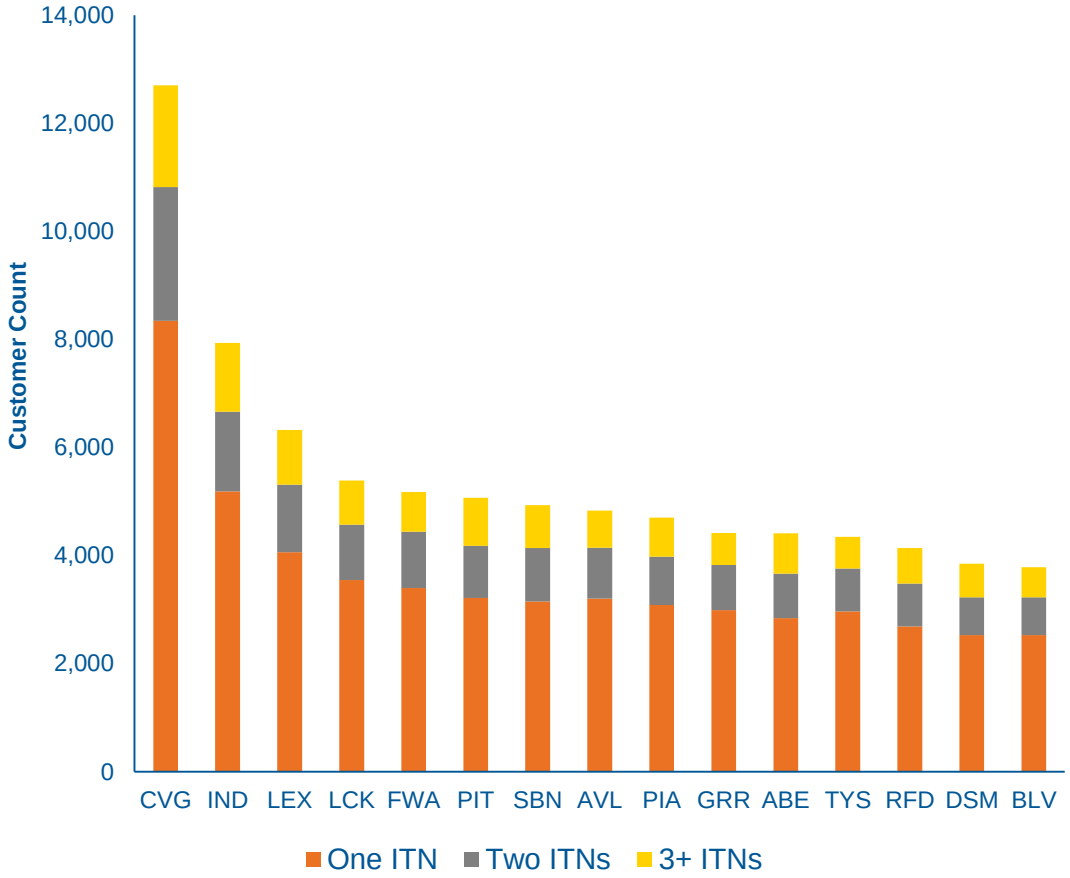
Allegiant Creating Preference for PGD

Consider visiting Punta Gorda/Fort Myers, FL

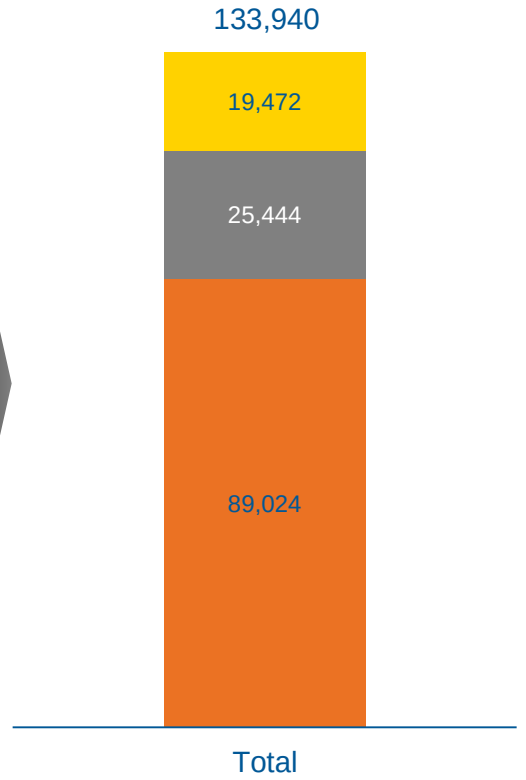


Top Customer Conversion Markets to PGD

(following initial Allegiant travel to another destination)



Total Customers Converted to PGD

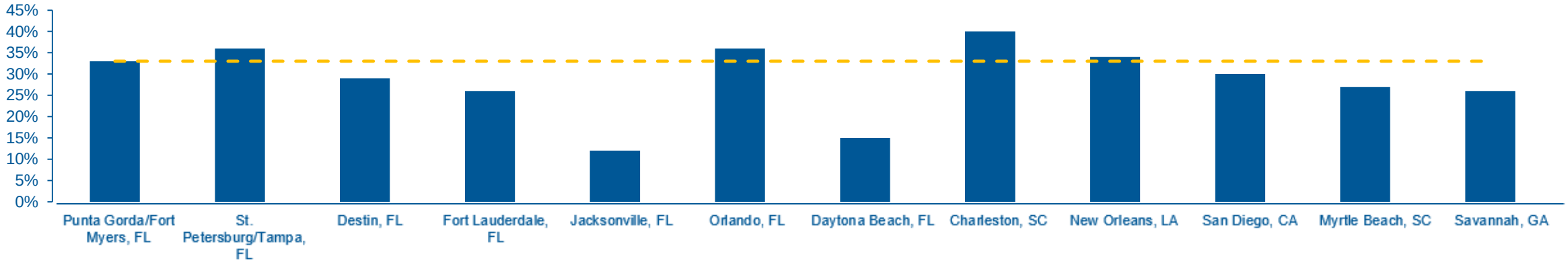


Source: Heart+Mind Strategies LLC Market Research; Allegiant booking data; Trailing 12 month analysis; Larger Market Allegiant Customers

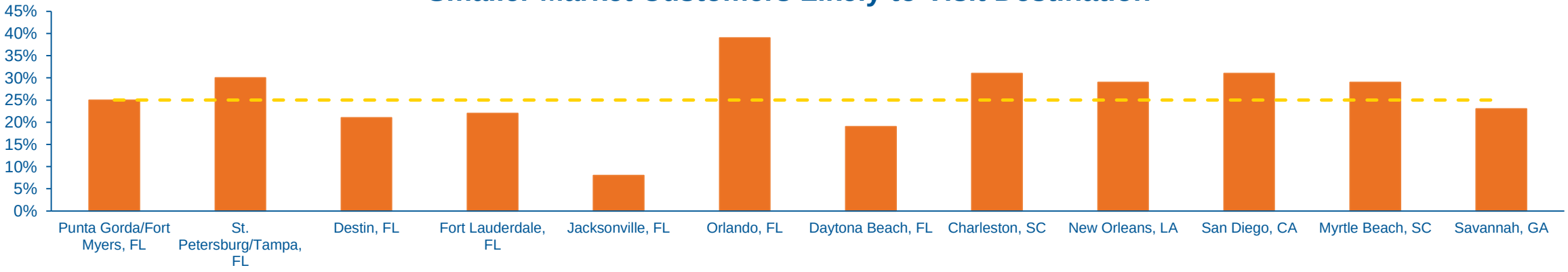
Survey Responses

While all Allegiant markets show strong interest in PGD vs. other destinations,
Allegiant's largest and fastest growing markets show the greatest interest

Larger Market Customers Likely To Visit Destination



Smaller Market Customers Likely to Visit Destination

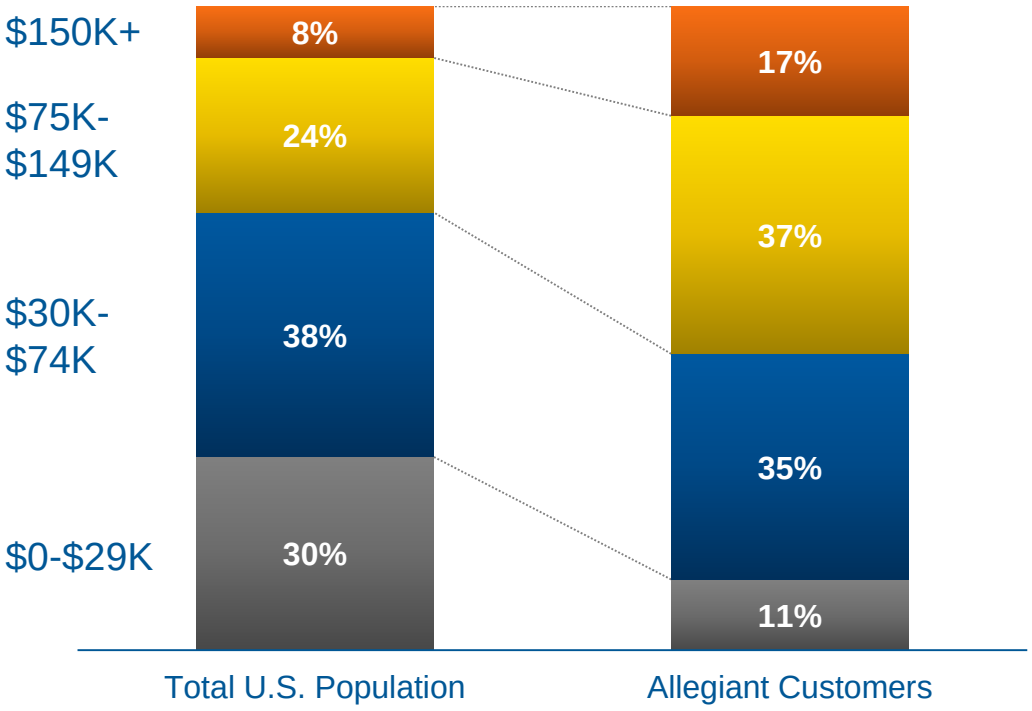


Source: 2018 Heart+Mind Strategies LLC Market Research

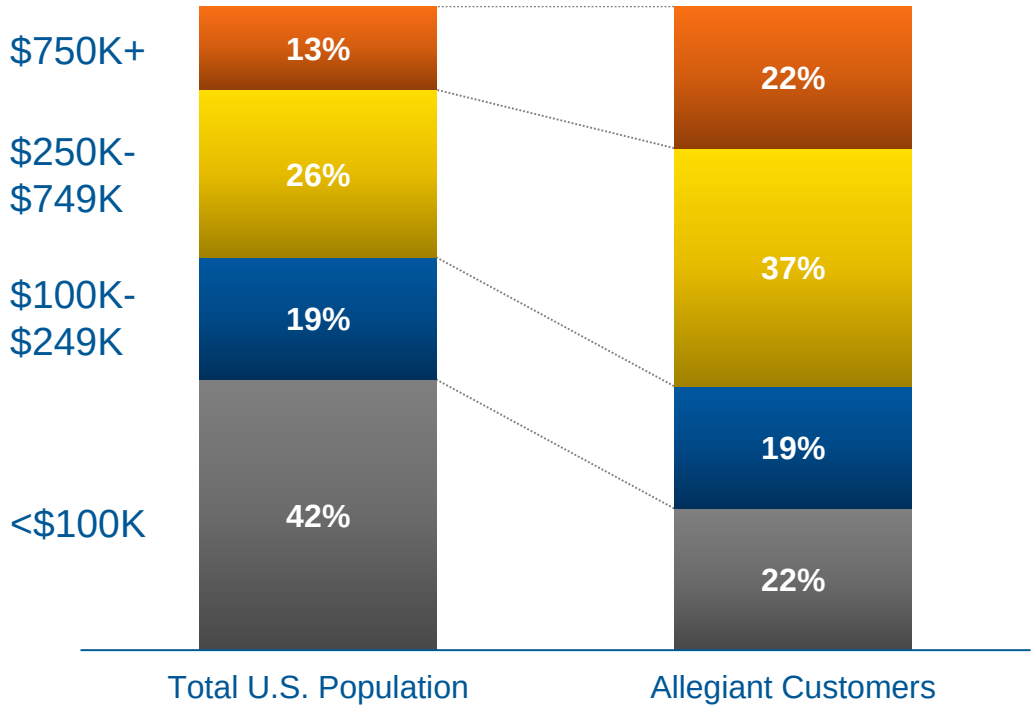
Allegiant Customer Demographics

Allegiant customers are far more likely than average to be in higher Income and Net Worth segments

Household Income



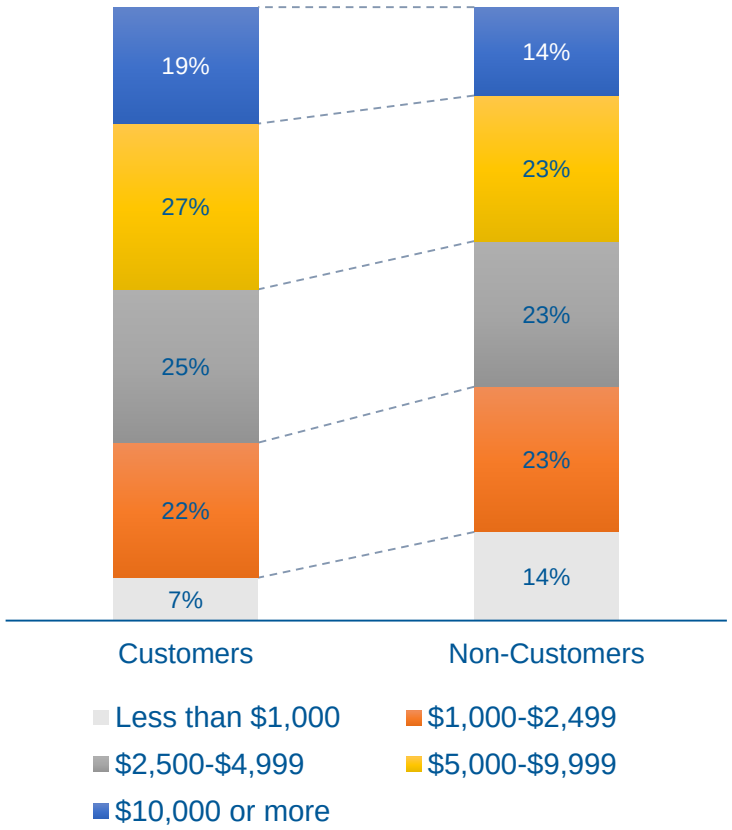
Household Net Worth



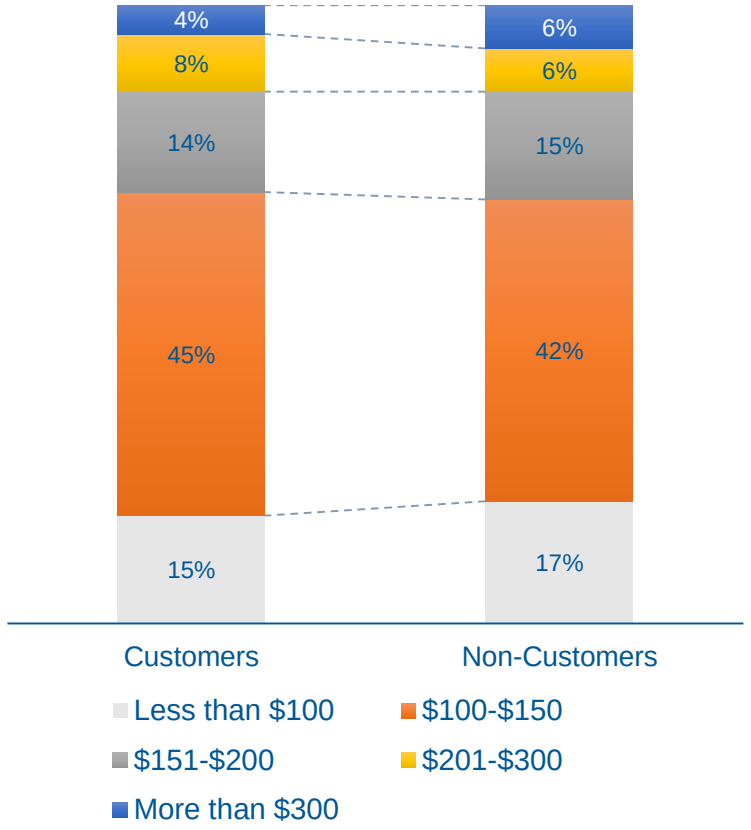
Source: Trailing 12 month analysis; Allegiant booking data appended with Epsilon Enhancement Data

Survey Responses

Average Spend on Leisure Vacation



Average Hotel Spend Per Night on Leisure Vacation



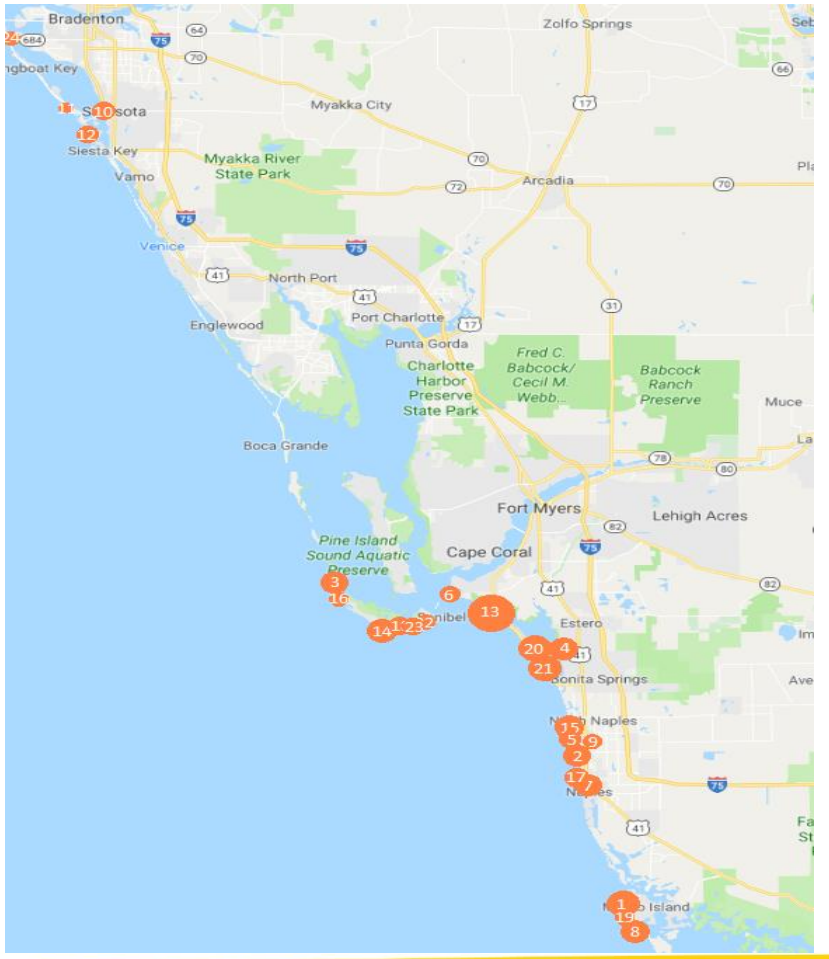
For Allegiant customers booking hotel in PGD:

- ADR for standard hotel room = $221
- ADR for suite hotel room = $289

Source: Heart+Mind Strategies LLC Market Research; Allegiant booking data

Allegiant Customers at Luxury Resorts

Data indicates Allegiant customers stay at Luxury Class or Upper Upscale Class resorts along the Florida coast near Punta Gorda (includes only those customers with Allegiant app activated and permissioned for geo tracking)

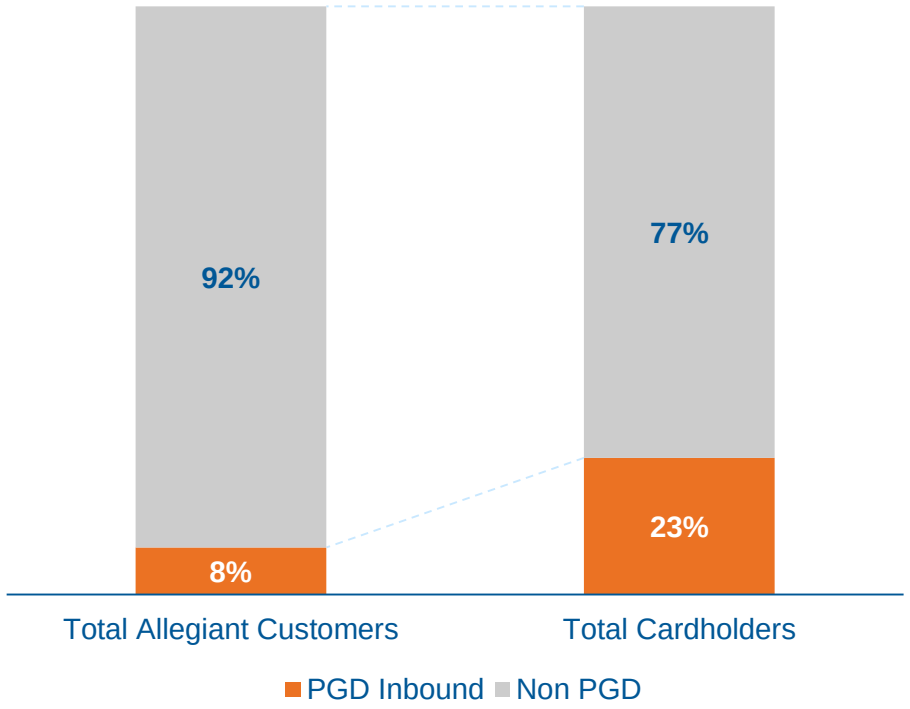


Number	Hotel Name	Check Ins	Length of Stay	Category	Rooms
1	JW Marriott Marco Island Beach Resort	1,293	6	Luxury Class	726
2	Naples Grande Beach Resort	1,216	6	Upper Upscale Class	474
3	South Seas Island Resort	540	6	Luxury Class	458
4	Hyatt Regency Coconut Point Resort & Spa	827	6	Upper Upscale Class	454
5	Ritz-Carlton Naples	516	6	Luxury Class	450
6	Marriott Sanibel Harbour Resort & Spa	302	5	Upper Upscale Class	347
7	Naples Beach Hotel & Golf Club	1,225	5	Luxury Class	319
8	Hilton Marco Island Beach Resort & Spa	777	7	Upper Upscale Class	310
9	Ritz-Carlton Golf Resort Naples	535	6	Luxury Class	295
10	Ritz-Carlton Sarasota	572	5	Luxury Class	266
11	Longboat Key Club & Resort	98	5	Luxury Class	223
12	Lido Beach Resort	429	6	Luxury Class	222
13	Pink Shell Beach Resort & Marina	3,964	6	Luxury Class	207
14	Sundial Beach Resort & Spa	1,031	6	Luxury Class	190
15	La Playa Beach & Golf Resort	1,223	6	Luxury Class	189
16	Tween Waters Inn	163	6	Luxury Class	137
17	Edgewater Beach Hotel	782	6	Luxury Class	125
18	The Sanibel Inn	258	6	Luxury Class	94
19	Marco Beach Ocean Resort	219	7	Luxury Class	91
20	Gullwing Beach Resort	1,268	6	Luxury Class	66
21	Pointe Estero	1,343	7	Luxury Class	56
22	Seaside Inn	323	6	Luxury Class	32
23	Song of the Sea Motel	233	6	Luxury Class	30
24	Bungalow Beach Resort	265	6	Luxury Class	15

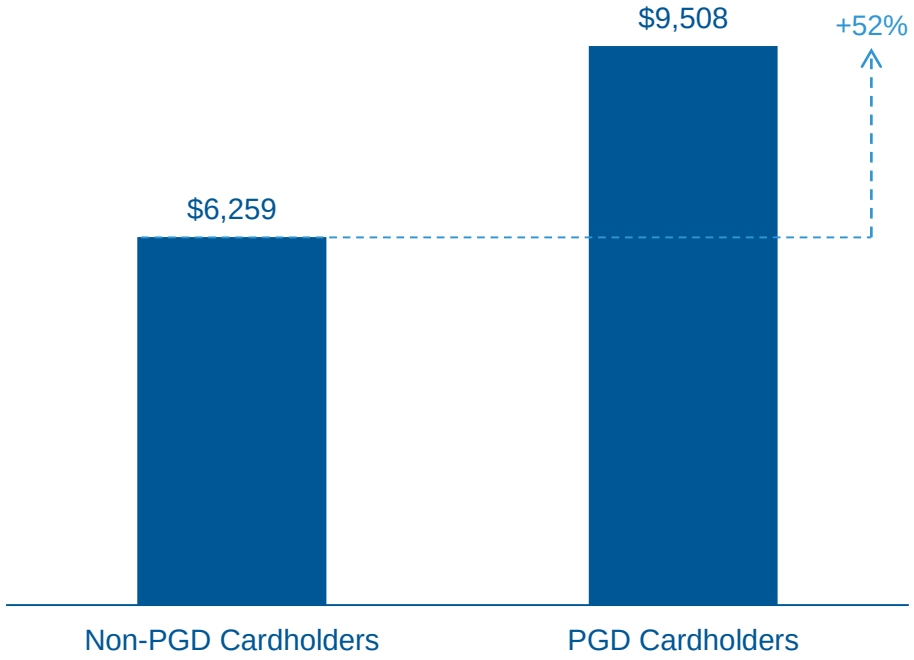
Source: Allegiant booking data; check in's determined by number of customers checking in within 1,000 feet of the property

Strong Card Engagement by PGD Customers

Inbound PGD customers are ~3X more likely than the average customer to be an Allegiant World Mastercard cardholder



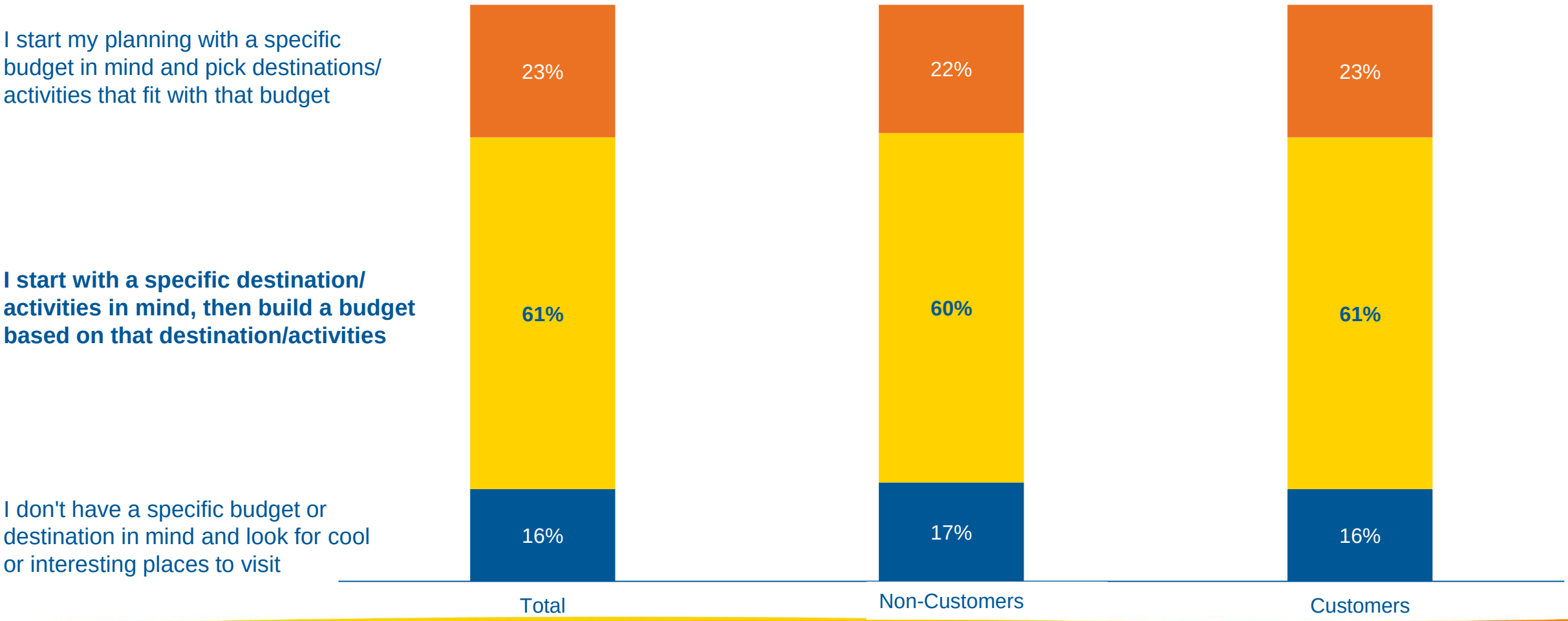
…and their spend on the card is more than 50% greater than that of all other Allegiant World Mastercard cardholders



Source: Allegiant World Mastercard data; analysis based on 2018 spend for accounts opened in 2017

Customers Pick Destination Prior to Building Budget

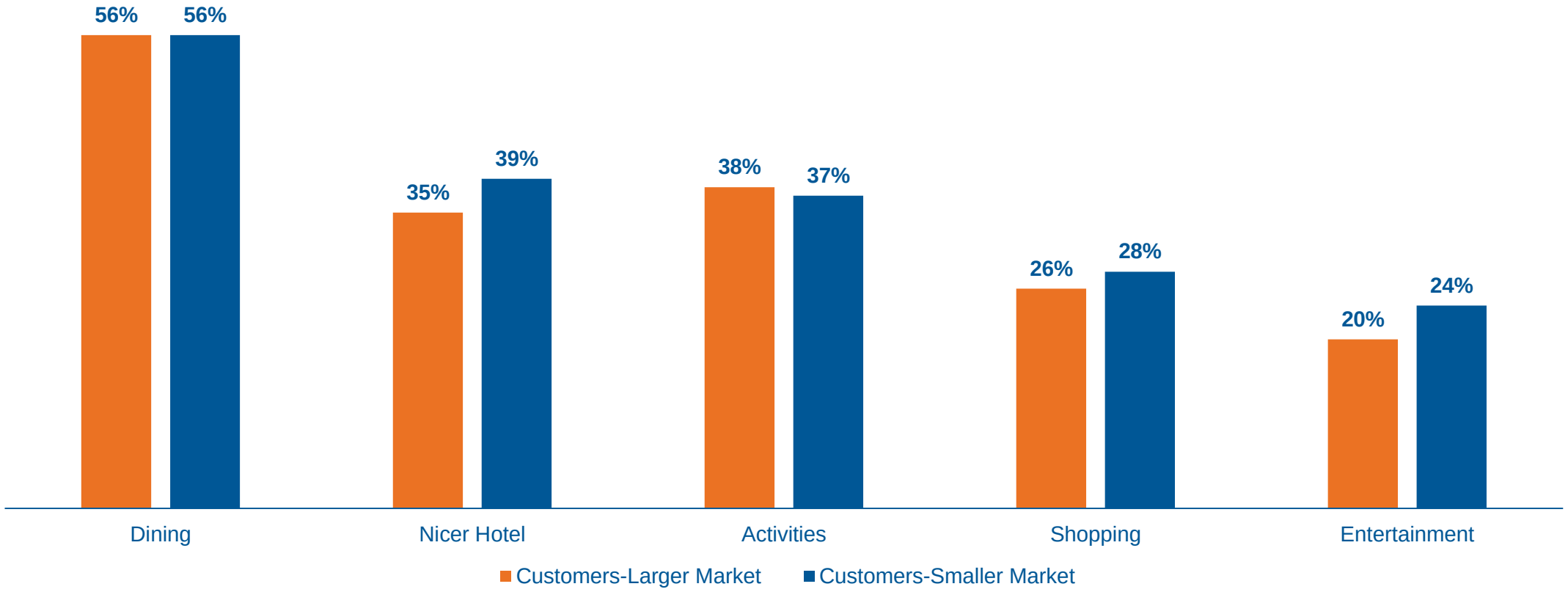
Which of the following best describes how you typically plan your leisure trips?



Source: Heart+Mind Strategies LLC Market Research

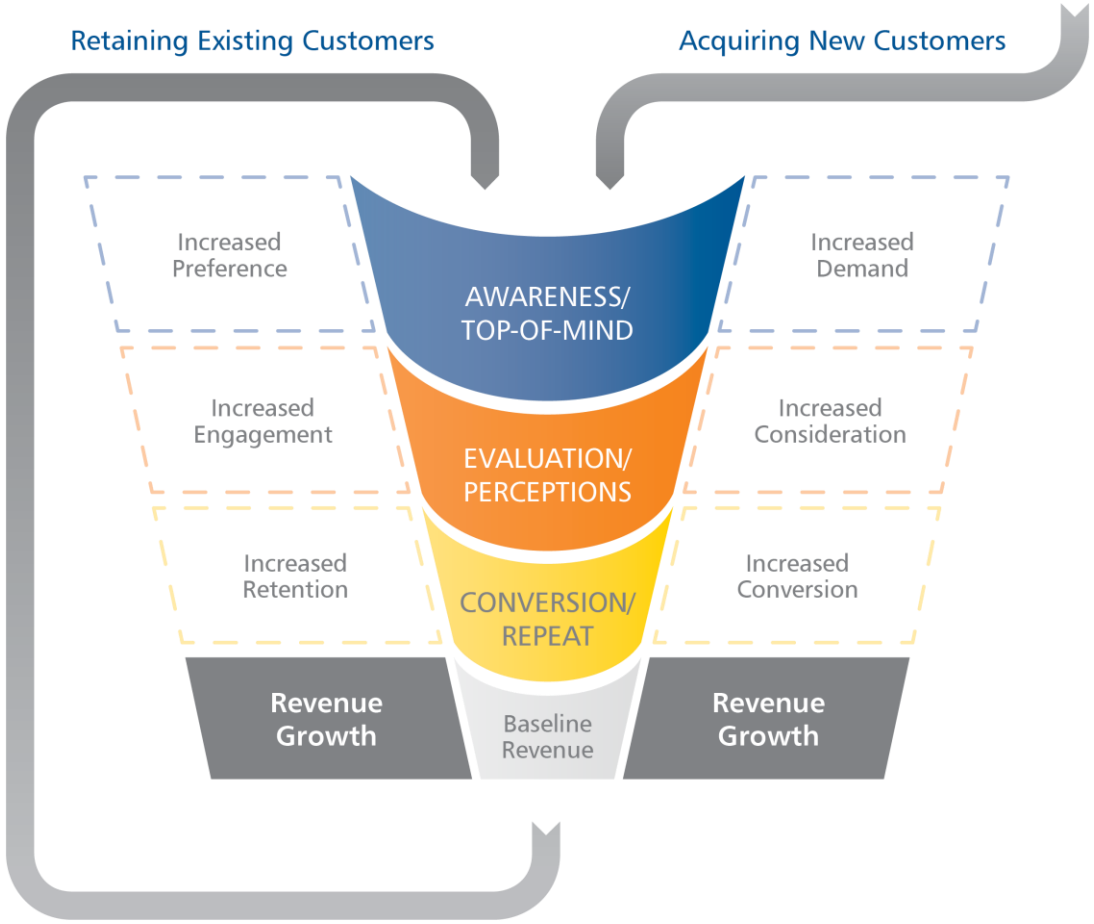
Lower Airfare Likely to Boost Dining and Hotel Spend

When/if you are able to get a lower price on airline tickets for a leisure trip, what other parts of the trip are you most likely to spend the savings on?



Source: Heart+Mind Strategies LLC Market Research

Strong Commercial Organization to Drive Air + Hotel



ADVERTISING AND BRANDING

- Traditional Advertising
- Digital Advertising
- Sponsorships

PUBLIC RELATIONS

- Media Relations
- In-Market Activations
- Social Media

ECOMMERCE

- Website
- Mobile App
- Email

LEISURE PRODUCT

- Third Party Products
- Marketing Partnerships
- Trip Planning / Experience

CUSTOMER ENGAGEMENT

- Co Branded Credit Card
- Non-card Loyalty Program

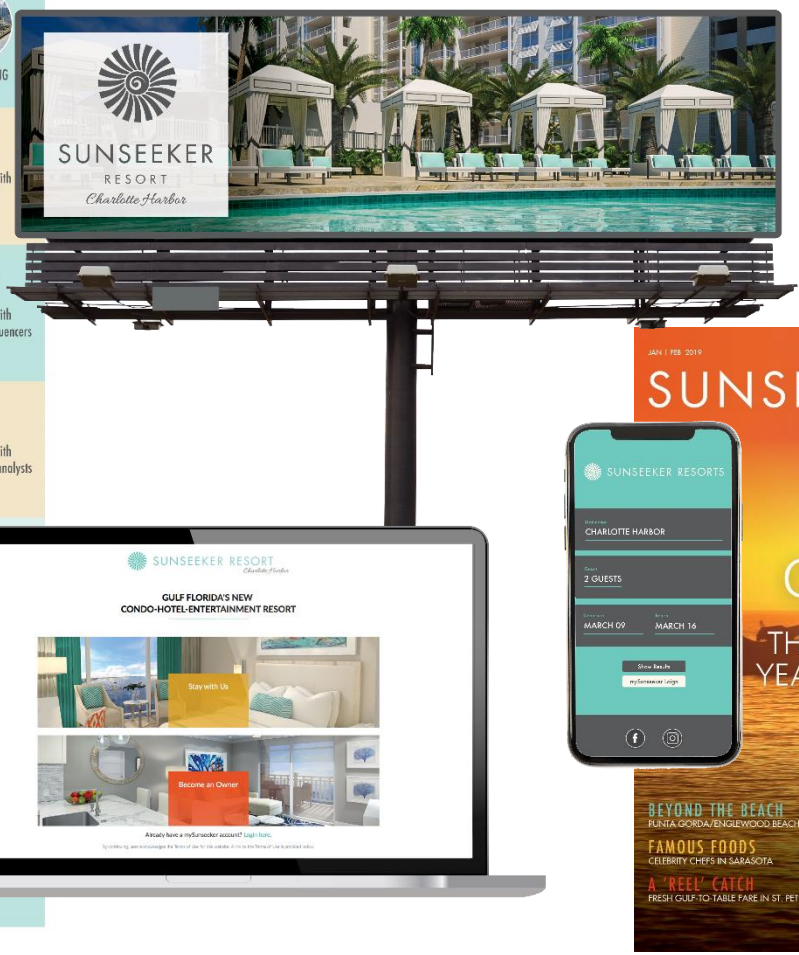
MARKETING ANALYTICS

- Customer Insights
- Marketing Execution
- Impact & Measurement

Marketing and Sales Plan In Motion

Illustrative Creative

General	Creative and Media Agencies: Selection process Consumer Research	Groundbreaking Agencies begin work Audience specific creative	Audience/Activity specific creative: M.I.C.E., Consumer, Weddings, Golf & Dining	Begin organizing Grand Opening event			Booking opens on allegiant.com, sunseeker.com and Sunseek App rollout		GRAND OPENING
M.I.C.E. Planners and Trade Press		Start pitching meeting/incentive trade pubs for editorial coverage	Launch paid campaign: Social, Travel publication Hire M.I.C.E. Sales Staff Continue pitching	Continue pitching	Hard Hat tours with meeting/incentive trade pub journalists/bloggers	Hard Hat tours continue	Hard Hat tours continue	Hard Hat tours continue	Preview tours with key planners
Consumers and Consumers Press					Launch paid campaign: OOH, Social, Travel publications, Native advertising, Customer CRM Launch	Hard Hat tours with bloggers/influencers Start pitching national general media outlets	Start Sweepstakes for Grand Opening attendance/first guest experience prize package		Preview tours with press/bloggers/influencers
Business Press and Financial Analysts				Hard Hat tours with financial press					Preview tours with investors/financial analysts
Weddings			Start pitching wedding publications	Launch paid campaign: Social, Wedding publications					
Golf	Start pitching golf publications	Launch Paid Campaign: Social, Golf publications, Native advertising							
Dining			Pitch dining concepts as finalized	Pitch dining concepts as finalized	Pitch dining concepts as finalized	Pitch dining concepts as finalized	Pitch dining concepts as finalized	Start pitching dining publications	





Forward Look

Projected Sunseeker Resort Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Hotel Revenue	$ 32,854	$ 35,264	$ 37,473	$ 39,007	$ 40,600
Suite Revenue	24,825	27,241	29,280	30,598	31,728
Food and Beverage Revenue	25,900	29,254	32,134	33,828	35,420
Golf and Marina	4,513	4,907	5,104	5,333	5,495
Total Revenue	$ 88,092	$ 96,666	$ 103,991	$ 108,766	$ 113,243
Expenses					
Hotel and Suite Department	$ 5,324	$ 6,815	$ 7,187	$ 7,479	$ 7,762
Food and Beverage Department	22,626	24,315	25,893	27,270	28,469
Golf and Marina	3,080	3,210	3,313	3,422	3,526
Selling General and Administrative	23,476	24,486	25,466	26,333	27,204
Total Expenses	$ 54,506	$ 58,826	$ 61,859	$ 64,504	$ 66,961
EBITDA	**$ 33,586**	**$ 37,840**	**$ 42,132**	**$ 44,262**	**$ 46,282**
	38.1%	***39.1%***	***40.5%***	***40.7%***	***40.9%***
Assumptions:					
Hotel Occupancy	90%	92%	94%	95%	96%
Hotel Average Daily Room Rate	$185.00	$194.25	$202.02	$208.08	$214.32
Hotel Average Daily Resort Fee	$12.00	$12.60	$13.10	$13.50	$13.90
Suite Occupancy	87%	91%	94%	95%	96%
Suite Average Daily Room Rate	$390.13	$409.60	$425.94	$437.61	$450.32
Suite Average Daily Resort Fee	$20.00	$21.00	$21.84	$22.50	$23.17

allegiant®

Standard King Comparison





2 Bedroom Suite Comparison



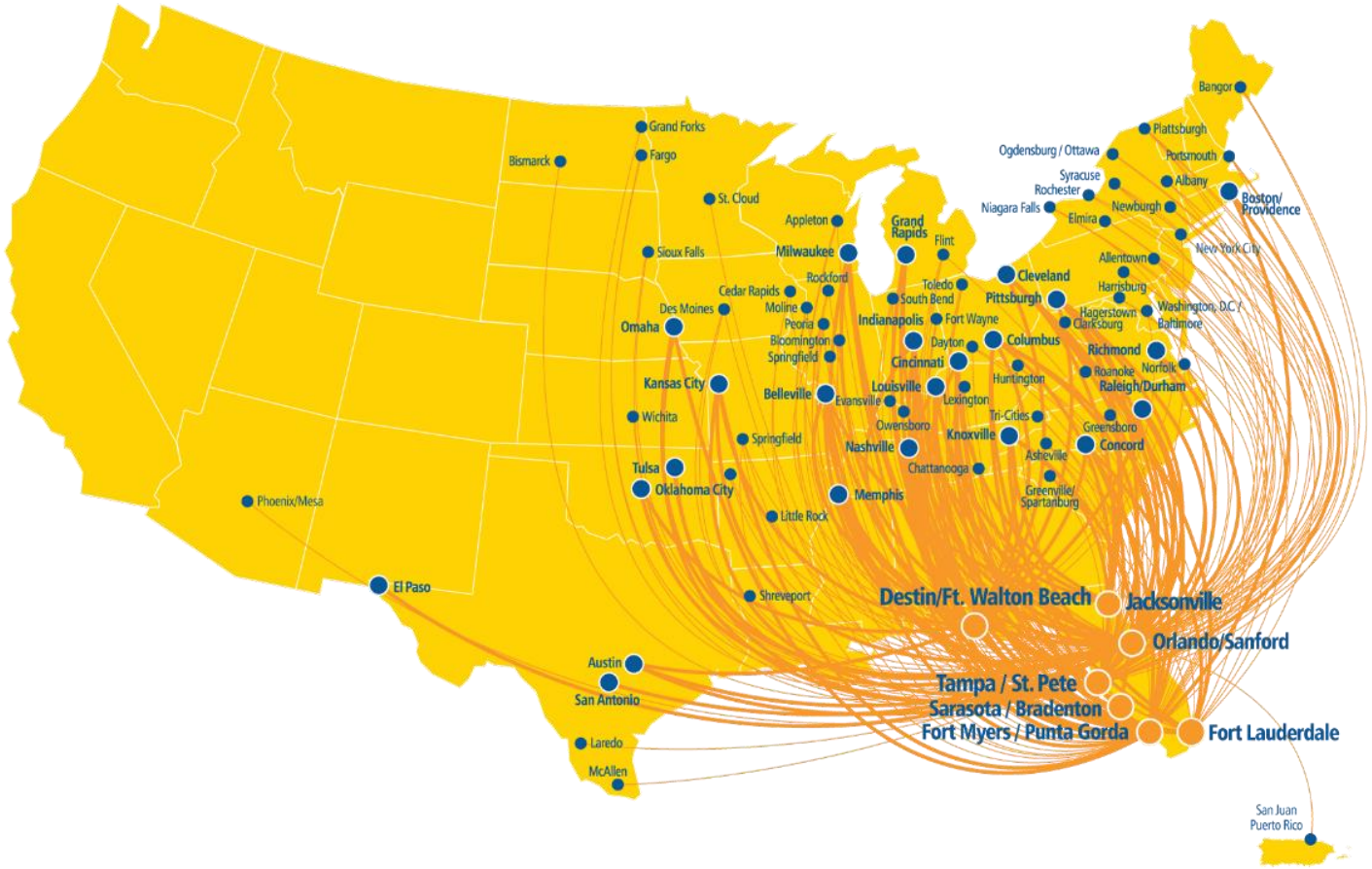


Bathroom Comparison



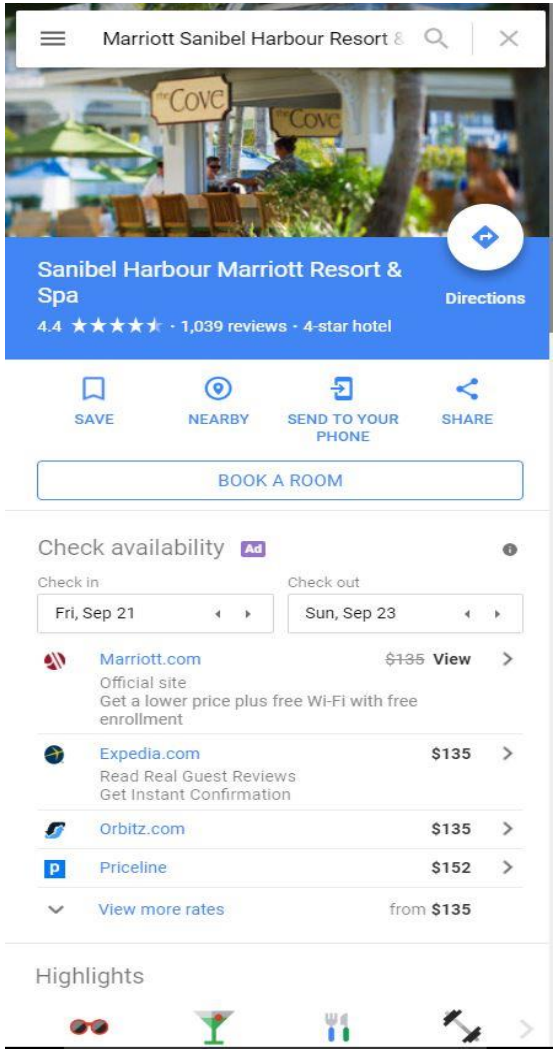


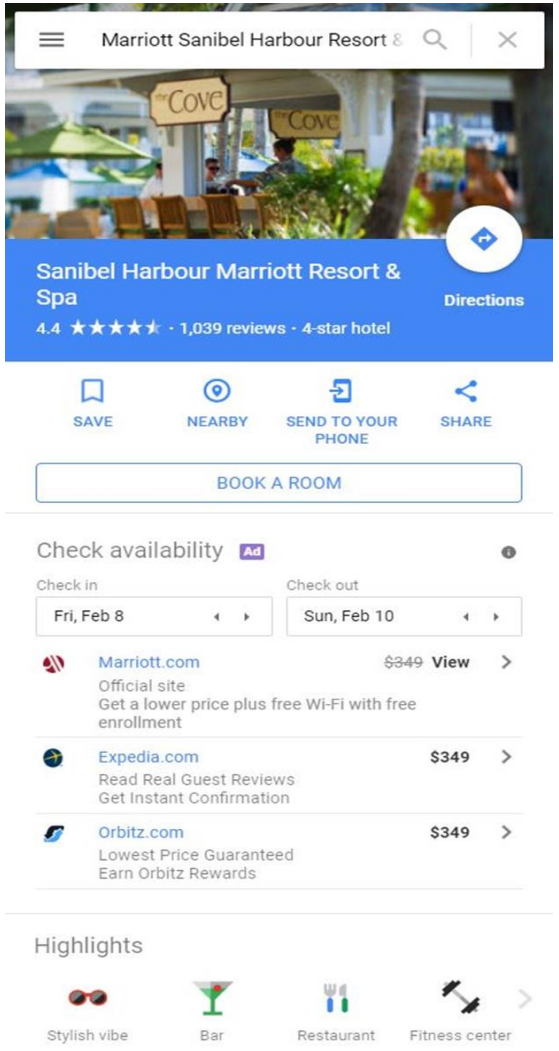
Florida Network Map



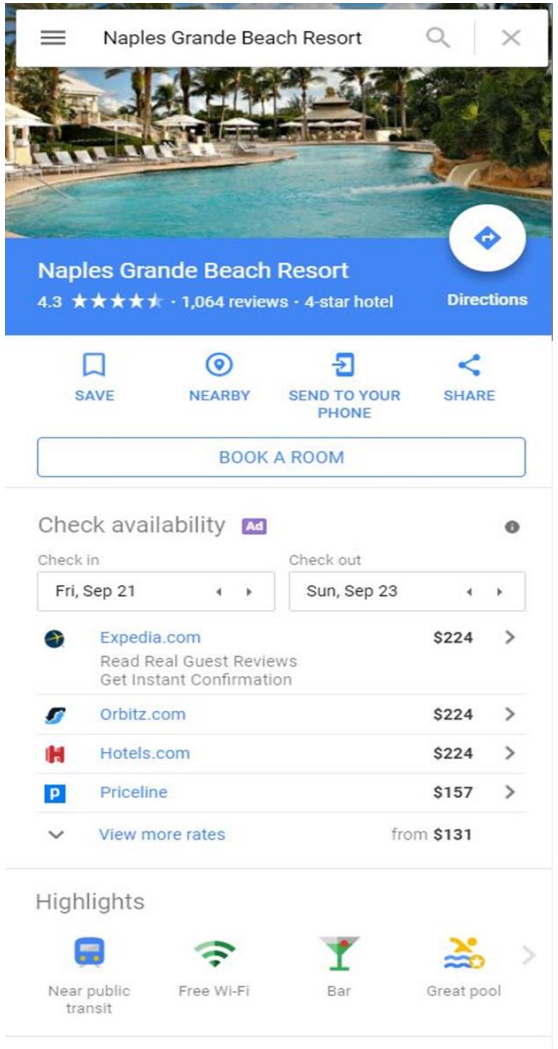
- 230 Routes
- 81 Cities
- 7 Destination Cities
- 5 Crew Bases

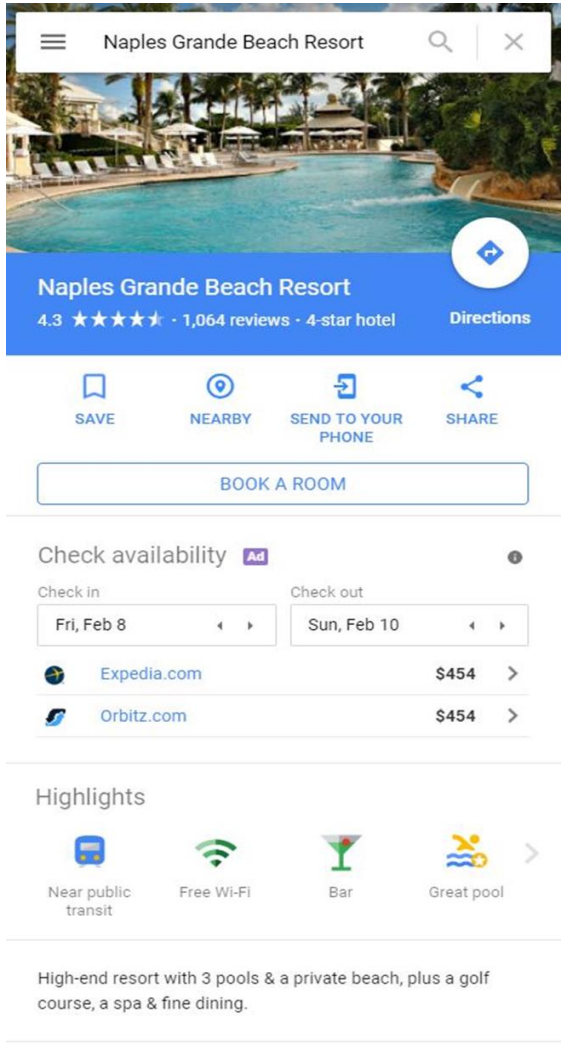
Sanibel Harbour Marriott



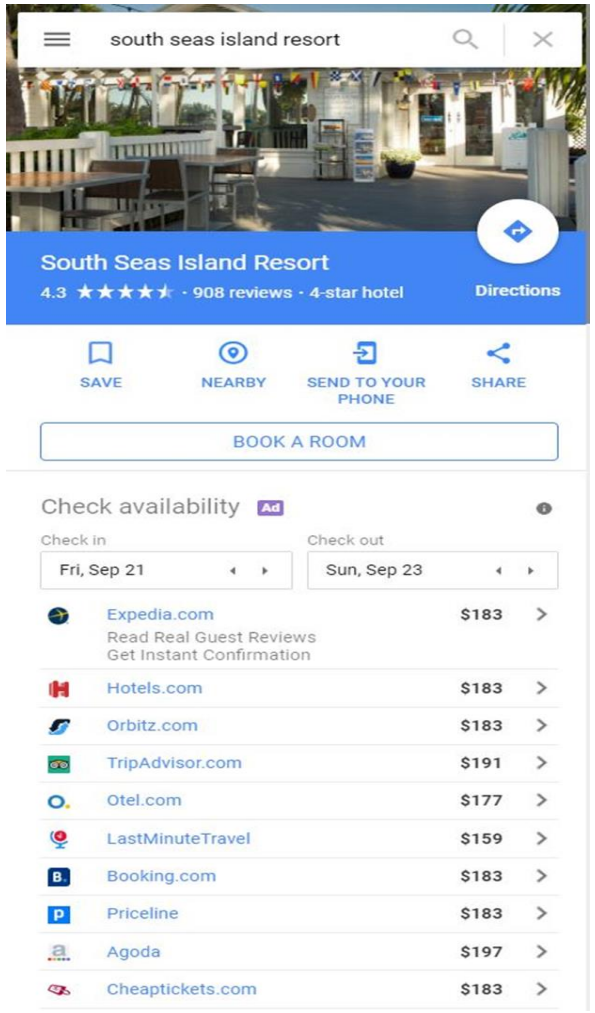


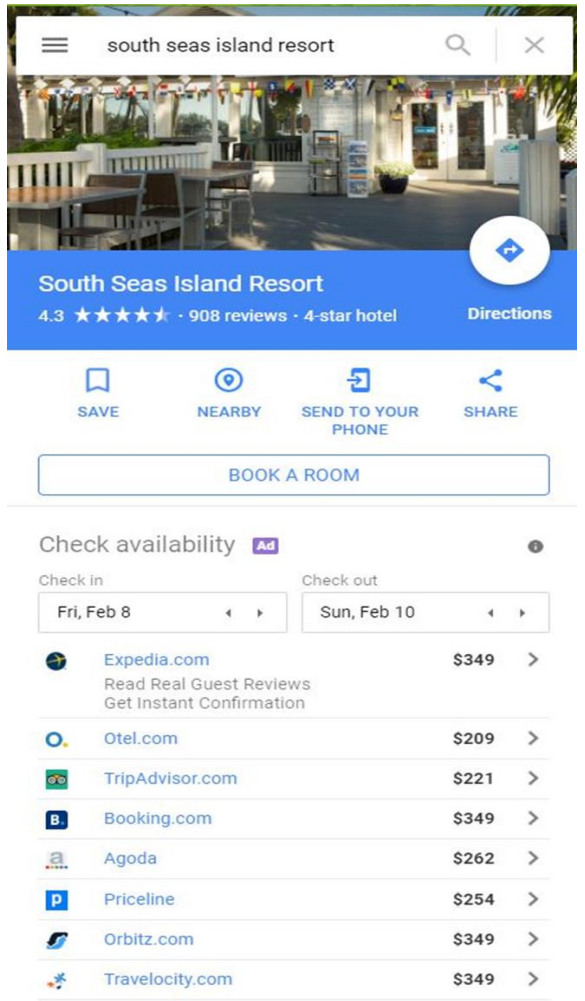
Naples Grande Beach Resort

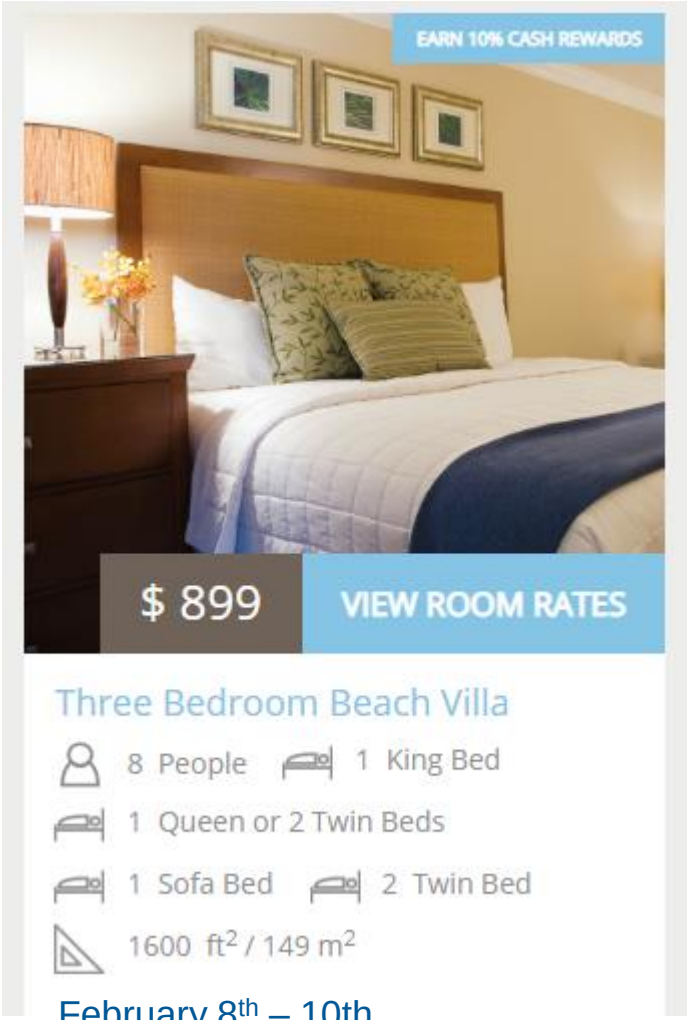




South Seas Island Resort







February 8th – 10th

SpringHill Suites Punta Gorda Harborside

