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News Release

For Immediate Release

Allegiant Reaches Passenger Milestone in Springfield

Allegiant recently flew its 500,000th customer from the Springfield-Branson National Airport. The half-million milestone was reached in May; almost exactly seven years after the low fare airline began flying from Springfield.

"Seven years ago Allegiant began a successful partnership with the Springfield-Branson National Airport by offering area residents low-cost, nonstop flights and complete vacation packages in Las Vegas," says Andrew Levy, Allegiant Travel Company President. "The support of the community has allowed us to expand our service in the area to not only offer great vacation deals in Las Vegas, but also in Orlando, Tampa and St. Pete, Phoenix and L.A. We thank the airport and our customers for their continued support in this region, as this milestone would not have been reached without them."

"Allegiant has really opened some eyes about the affordability of flying from Springfield," says Brian Weiler, the airport's director of aviation. "It's not unusual to find round trip fare on Allegiant for less than \$200. That generally makes Allegiant the lowest fare airline in Springfield. The fact that 25% of the people flying from Springfield use Allegiant makes the point."

Nationally known aviation analyst Michael Boyd says quality is the key to Allegiant's success. "Allegiant's low-cost, high-value travel products have established an industry standard in quality, affordable air service. The carrier's success at Springfield-Branson is clear proof of the region's strong economy, and the community's support of the airport."

Allegiant's passenger milestone comes at a time that finds passenger numbers up in Springfield. For the period January thru August, total passenger numbers were up 4.5%. Here's how that compares with other airports in the region:

Airport Total Passengers
Arriving & Departing

Airport	Percent Change
Northwest Arkansas	-1%
Tulsa	+1.5%
St. Louis	+2%
Kansas City	-1.4%
Springfield	+4.5%

Source: numbers provided
by the airports

"So far this year we've had an upward trend," says Weiler, "It's welcome news — especially since many airports in the country have declining passenger numbers. If the local economy continues improving we're hopeful the trend will continue."

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