



## ALLEGIANT ANNOUNCES THE RETURN OF NONSTOP FLIGHTS FROM GRAND RAPIDS TO FORT LAUDERDALE

[Click to tweet:](#) .@AllegiantTravel announces the return of nonstop flights from @FlyGRFord to @visitLauderdale  
<http://gofly.us/Afoyy>

FOR DOWNLOADABLE BROADCAST QUALITY VIDEO VISIT:  
<http://gofly.us/qSpIR>

•Allegiant Fort Lauderdale B-roll Footage

**GRAND RAPIDS, Mich.** June 23, 2015 — **Allegiant** ([NASDAQ: ALGT](#)) today announces the return of low-cost, nonstop, seasonal service between Grand Rapids and Fort Lauderdale beginning Dec. 16, 2015. To celebrate Allegiant's resumption of service to Fort Lauderdale, **the company is offering fares as low as \$99\* one way.**

For a limited time, Grand Rapids travelers can also save even more on their Allegiant vacation to Fort Lauderdale by using the **promo code FLL100 for \$100\*\* off an air+hotel package.**

"We're pleased to bring back seasonal service to Fort Lauderdale and re-open a popular destination for Michigan travelers," said Jude Bricker, Allegiant Travel Company senior vice president of planning. "We saw strong demand for Fort Lauderdale flights after our brief hiatus, and we're happy to make affordable vacations in Fort Lauderdale possible once again."

The new seasonal flights will operate twice weekly and will fly nonstop between Gerald R. Ford International Airport (GRR) and Fort Lauderdale / Hollywood International Airport (FLL) through April 2016. Flight days, times and the lowest fares can be found only at [Allegiant.com](#).

Allegiant's seasonal service will be the only nonstop flights from Grand Rapids to Fort Lauderdale. Fort Lauderdale becomes Allegiant's fifth destination from Grand Rapids, adding to existing service to Orlando / Sanford, Tampa / St. Pete, Phoenix / Mesa and Las Vegas.

"We are thrilled that Allegiant is once again expanding its air service coverage in the Grand Rapids market, and we look forward to offering Fort Lauderdale as a nonstop destination for our travelers," said Brian Ryks, Gerald R. Ford International Airport executive director. "The nonstop service to Florida's east coast will give West Michigan passengers an additional option for leisure travel, and it is a perfect place for a sunny escape during our winter months."

Located in the center of Florida's Gold Coast, Fort Lauderdale offers the ultimate escape to sunny South Florida. Allegiant partners with more than 20 of the area's most exciting hotel properties, provides low-cost car rental service through its partnership with Alamo Rent a Car, and offers great deals on local activities. Grand Rapids travelers can book their entire Fort Lauderdale vacation for less by visiting [Allegiant.com](#).

Allegiant offers a unique travel option to the Grand Rapids community. Focusing on low-cost leisure travel, the company provides customers with low base fares averaging nearly half of the cost of the average domestic round-trip fare. Allegiant's innovative business model has allowed the company to grow from one aircraft and one route just over a decade ago, to providing convenient, affordable service in over 100 communities nationwide.

### **\*About the introductory one-way fares:**

Seats are limited. Price includes taxes and fees. Fares are one way and not available on all flights. Must be purchased by June 26, 2015 for travel by Feb. 16, 2016. Price displayed reflects purchase by debit card; purchase by credit card subject to surcharge not to exceed \$8 each way per passenger. See [Allegiant.com](#) for details. For optional services and baggage fees, please visit [Allegiant.com](#). Additional restrictions may apply.



**Travel is our deal.**

1201 North Town Center Drive | Las Vegas, Nevada 89144

**\*\* About the FLL100 promo code:**

The \$100 off an air+hotel package is valid for new round-trip reservations between Gerald R. Ford International Airport (GRR) and Fort Lauderdale / Hollywood International Airport (FLL) with at least four (4) consecutive Fort Lauderdale hotel nights on the same reservation. To receive the discount, enter the promo code FLL100 in the shopping cart at [Allegiant.com](http://Allegiant.com). Must be purchased by July 10, 2015 for travel by Feb. 16, 2016. Additional restrictions may apply.

**Allegiant, Travel is our deal.®**

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) is focused on linking travelers in small cities to world-class leisure destinations. The company operates a low-cost, high-efficiency, all-jet passenger airline through its subsidiary, Allegiant Air, while also offering other travel-related products such as hotel rooms, rental cars, and attraction tickets. All can be purchased through the company website, [Allegiant.com](http://Allegiant.com). The company has been named one of America's 100 Best Small Companies by Forbes Magazine for five consecutive years. In 2014, AVIATION WEEK ranked Allegiant the Top-Performing Airline in North America for the third consecutive year. For downloadable press kit, including photos, visit: <http://gofly.us/LSz8Q>.

###

**Allegiant Media Contact**

Phone: 702-800-2020

Email: [mediarelations@allegiantair.com](mailto:mediarelations@allegiantair.com)



**Travel is our deal.®**

1201 North Town Center Drive | Las Vegas, Nevada 89144