



**2010 Spring Marketing Update – Revised 3/4/10**

**Wednesday, March 17 – Marketing Update Meeting (public) LILIU THEATRE 310,  
Room 308B, Room 309**

7:30 am – 8:00 am	Registration
8:00 am – 8:05 am	Welcome Remarks (Liliu Theatre)
8:05 am – 8:20 am	Market Overview (Liliu Theatre)
8:20 am – 8:35 am	Research Presentation (Liliu Theatre)
8:35 am – 8:40 am	Q&A
8:40 am – 9:10 am	North America (Liliu Theatre)
9:10 am – 9:40 am	Asia – China, Korea, Taiwan (Liliu Theatre)
9:40 am – 9:50 am	Q&A
9:50 am – 10:00 am	Break
10:00 am – 10:40 am	Concurrent Sessions (includes 10 minute Q&A for each): <ul style="list-style-type: none"><li>a) Europe (Room 308B)</li><li>b) Oceania (Room 309)</li><li>c) HVCB CMI / SMG (Liliu Theatre)</li></ul>
10:45 am – 11:15 am	Japan (Liliu Theatre)
11:15 am – 11:25 am	Q&A
<b>*11:25 am – 12:30 pm</b>	<b>Allegiant Travel Company Presentation by Christopher Stacey, Director of Consumer Marketing</b>