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ARIZONA TRAVEL MARKET ZEROES IN ON SANTA MARIA

Visitor Bureau to Host Mesa, Arizona CVB while New Low-Cost Nonstop Flights Between Santa Maria and Phoenix-Mesa Begin Oct. 26

Santa Maria, CA—The trip from the Sonoran desert to the Guadalupe dunes is about to get a lot easier, cheaper and shorter as Allegiant Air launches nonstop flights between the Phoenix metropolitan area and Santa Maria on October 26, a new route that unites the natural splendors of the Santa Maria Valley with the resort lifestyle of Arizona's Valley of The Sun. Scheduled for Monday and Friday afternoons, the flights offer fares as low as \$79 each way.

"This service to Phoenix is based on Allegiant Air surveys that show a growing interest between the Phoenix region and the Central Coast," says Gary Rice, general manager of the Santa Maria Public Airport. "The Santa Maria Airport Board of Directors is extremely pleased that Allegiant has chosen our airport for expanded service."

In anticipation of the new service, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau (VCB) will host Milt Fort, director of marketing for the Mesa Convention & Visitor Bureau (CVB) as he visits the area October 9 – 11 for a Santa Maria Valley Chamber Business Appreciation Luncheon, familiarization tour of the area and ribbon cutting commemorating the new direct flights.

"We are thrilled to be collaborating with the Mesa CVB," says Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau. "Both of our markets can really benefit from these new, low-cost flights, and we look forward to familiarizing more Arizonans with all that Santa Maria Valley has to offer."

Beginning October 26, Allegiant Air's new two-day-a-week schedule offers nonstop flights on Mondays and Fridays on full-size jets departing Santa Maria at 1:45 p.m. and arriving at Phoenix-Mesa Williams Gateway Airport at 4:15 p.m. (all flight times are local). Flights leave Phoenix-Mesa at 12:35 p.m. and arrive in Santa Maria at 1:10 p.m.

Allegiant Air has also partnered with more than 20 resorts in Arizona, including hotels in Phoenix, Scottsdale, Tempe, Mesa and Sedona to offer discount packages for travelers.

For reservations and more information on flights between Santa Maria and Phoenix call (702) 505-8888 or visit www.allegiantair.com. For more information on lodging and attractions in the Santa Maria Valley, call (800) 331-3779 or visit www.santamaria.com.

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