UNITED STATES SECURITIES AND EXCHANGE COMMISSION 
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person -
   LINDE DEREK P
   1850 N CENTRAL AVE, SUITE 1900
   PHOENIX, AZ 85004

2. Issuer Name and Ticker or Trading Symbol
   VIAD CORP [VVI]

3. Date of Earliest Transaction (MM/DD/YYYY)
   2/23/2021

4. If Amendment, Date Original Filed (MM/DD/YYYY)
   2/25/2021

5. Relationship of Reporting Person(s) to Issuer
   ___ Director 
   ___ 10% Owner
   X Officer (give title below) 
   ___ Other (specify below)

   General Counsel & Corp Secy

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code (Instr. 8)</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>Code V Amount (A) or (D) Price</td>
<td>13292</td>
<td>D</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td>503,756 (2)</td>
<td>I</td>
<td>by 401K</td>
<td></td>
</tr>
</tbody>
</table>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code (Instr. 8)</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title and Amount of Derivative Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option</td>
<td>$44.80</td>
<td>2/23/2021</td>
<td>A</td>
<td>Code V Date (A) (D) Expiration Date Title Amount or Number of Shares</td>
<td>22458 (1) 2/23/2028 Common Stock 22458 50.00 76608 D</td>
<td>Stock Option</td>
<td>22458 50.00 76608 D</td>
<td>Stock Option</td>
<td>22458 50.00 76608 D</td>
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<td>22458 50.00 76608 D</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Restricted Stock Units granted on February 23, 2021, pursuant to the 2017 Viad Corp Omnibus Incentive Plan, and will vest in three equal tranches on each of February 23, 2022, February 23, 2023 and February 23, 2024.

(2) Between February 2020 and February 2021, the reporting person acquired 212,0184 shares of VVI common stock under the Viad Corp 401(k) plan.

(3) The option vests and becomes exercisable in three equal tranches on each of February 23, 2022, February 23, 2023 and February 23, 2024.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
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<tr>
<td>LINDE DEREK P</td>
<td></td>
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<td></td>
</tr>
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</table>

Signatures

/s/ Derek P. Linde as Attorney-in-Fact 2/25/2021

**Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control
number.
POWER OF ATTORNEY

The undersigned hereby appoints Derek Linde, General Counsel and Secretary of Viad Corp, Irma Villarreal, Assistant General Counsel of Viad Corp, and Jonathan Massimino, Assistant General Counsel of Viad Corp, each individually, as the undersigned's true and lawful attorneys-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer of Viad Corp, Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4, or 5, complete and execute any amendment or amendments thereto, and timely file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted.

The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is Viad Corp assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4, and 5 with respect to the undersigned's holdings of and transactions in securities issued by Viad Corp, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 31st day of August, 2020.

Signature: /s/ Derek P. Linde
Print Name: Derek P. Linde