FORM 4

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*
   INGERSOLL ELLEN M
   (Last) (First) (Middle)
   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)
   2/27/2021

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

5. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   ___ Director
   ___ 10% Owner
   __ Officer (give title below)
   Chief Financial Officer

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Code</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>2/27/2021</td>
<td>M</td>
<td>1247</td>
<td>(A)</td>
<td>32055</td>
<td>D</td>
<td>D</td>
<td>V</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/13/2021</td>
<td>M</td>
<td>109721</td>
<td>(A)</td>
<td>401K</td>
<td>I</td>
<td>I</td>
<td>V</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/13/2021</td>
<td>M</td>
<td>5921.8721</td>
<td>(A)</td>
<td>25568</td>
<td>D</td>
<td>D</td>
<td>V</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivate Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option</td>
<td>$44.80</td>
<td></td>
<td></td>
<td></td>
<td>(A) 22/23/2028 Common Stock 25568</td>
<td>D</td>
<td>V</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:
(1) Shares were surrendered for taxes in connection with vesting of restricted stock granted February 27, 2018.
(2) This number includes 1572 common shares that vested on February 27, 2021 which were transferred to a family trust.
(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>
</thead>
<tbody>
<tr>
<td>INGERSOLL ELLEN M</td>
<td></td>
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<td>1850 N. CENTRAL AVE., SUITE 1900</td>
<td>Chief Financial Officer</td>
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<td>PHOENIX, AZ 85004</td>
<td></td>
</tr>
</tbody>
</table>

Signatures

/s/ Derek P. Linde as Attorney-in-Fact 3/2/2021  **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.