

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

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

December 16, 2004

Date of Report (Date of earliest event reported)

**VIAD CORP**

(Exact name of registrant as specified in its charter)

DELAWARE  
(State or other jurisdiction  
of incorporation)

001-11015  
(Commission  
File Number)

36-1169950  
(IRS Employer  
Identification No.)

1850 North Central Avenue, Suite 800, Phoenix, Arizona 85004-4545  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (602) 207-4000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act

(17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act

(17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01 REGULATION FD DISCLOSURE**

On December 16, 2004, Viad Corp (the "Company") issued a press release announcing the Company's outlook for 2005 during an investor/analyst meeting being held on December 16, 2004. A copy of the Company's press release is furnished herewith as Exhibit 99 and is incorporated by reference herein.

The information in this current report on Form 8-K is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section. The information in this current report shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended.

**Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

99 - Press Release

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**VIAD CORP**  
(Registrant)

*December 16, 2004*

*By: /s/ G. Michael Latta*

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*G. Michael Latta  
Vice President - Controller  
(Chief Accounting Officer and  
Authorized Signer)*

## **Viad Corp Provides 2005 Outlook at Investor/Analyst Meeting**

PHOENIX--(BUSINESS WIRE)--Dec. 16, 2004--Viad Corp (NYSE:VVI) today will discuss the company's outlook for 2005 during an investor/analyst meeting. Viad provides the following guidance for 2005:

-- Full-year income per diluted share is expected to be in the range of \$1.23 to \$1.36 for 2005. This compares favorably to the company's 2004 guidance of \$1.04 to \$1.10 per diluted share of income before impairment losses. Improvements are expected in all of Viad's operating segments.

-- 2005 first quarter income per diluted share is expected to be in the range of \$0.50 to \$0.58. The increase from first quarter 2004 income per diluted share of \$0.35 is expected to be driven by positive show rotation at GES, mainly from CONEXPO-CON/AGG, and operating income improvements at Exhibitgroup/Giltspur.

-- Show rotation is also expected to impact second and third quarter results. Viad expects to benefit from positive show rotation in the second quarter as a European air show serviced by Exhibitgroup rotates in. This air show occurred in the third quarter of 2004. Show rotation for GES is expected to be relatively flat in the second quarter and negative in the third quarter as several large shows rotate out.

### **Conference Call and Webcast**

The investor/analyst meeting will commence today at 9 a.m. (EST). To join the live conference call, dial (800) 289-0569 or access the webcast through Viad's Web site at [www.viad.com](http://www.viad.com). A replay will be available for a limited time.

Viad is an S&P SmallCap 600 company. Major subsidiaries include GES Exposition Services of Las Vegas, Exhibitgroup/Giltspur of Chicago, Brewster Transport Company Limited of Banff, Alberta, Canada, and Glacier Park, Inc. of Phoenix. For more information, visit the company's Web site at [www.viad.com](http://www.viad.com).

### **Forward-Looking Statements**

As provided by the safe harbor provision under the "Private Securities Litigation Reform Act of 1995," Viad cautions readers that, in addition to historical information contained herein, this press release includes certain information, assumptions and discussions that may constitute forward-looking statements. These forward-looking statements are not historical facts, but reflect current estimates, projections, expectations, or trends concerning future growth, operating cash flows, availability of short-term borrowings, consumer demand, new business, investment policies, productivity improvements, ongoing cost reduction efforts, efficiency, competitiveness, tax rates, and the realization of restructuring cost savings. Actual results could differ materially from those projected in the forward-looking statements. Viad's businesses can be affected by a host of risks and uncertainties. Among other things natural disasters, gains and losses of customers, consumer demand patterns, labor relations, purchasing decisions related to customer demand for convention and event services, existing and new competition, industry alliances, consolidation, and growth patterns within the industries in which Viad competes and any deterioration in the economy may individually or in combination impact future results. In addition to factors mentioned elsewhere, economic, competitive, governmental, technological, capital marketplace and other factors, including further terrorist activities or war, could affect the forward-looking statements in this press release. Information about Viad Corp obtained from sources other than the company may be out-of-date or incorrect. Please rely only on company press releases, SEC filings and other information provided by the company.

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