

# FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  
OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public  
Utility Holding Company Act of 1935 or Section 30(f) of the  
Investment Company Act of 1940

<b>1. Name and Address of Reporting Person *</b>  <b>PEARL SUZANNE</b> <small>(Last) (First) (Middle)</small>  <b>VIAD CORP, 1850 N. CENTRAL AVE., STE 800</b> <small>(Street)</small>  <b>PHOENIX, AZ 85004-4545</b> <small>(City) (State) (Zip)</small>	<b>2. Issuer Name and Ticker or Trading Symbol</b>  <b>VIAD CORP [ VVI ]</b>  <b>3. Date of Earliest Transaction (MM/DD/YYYY)</b>  <p align="center"><b>11/2/2007</b></p>	<b>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b>  <input type="checkbox"/> Director <span style="float:right"><input type="checkbox"/> 10% Owner</span> <input checked="" type="checkbox"/> Officer (give title below) <span style="float:right"><input type="checkbox"/> Other (specify below)</span> <b>VP-Human Resources / Viad Corp</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b>  <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>		

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) OR (D)	Price			
Common Stock	11/2/2007		M		7250.	A	\$19.6504	23350.	D	
Common Stock	11/2/2007		S		1000.	D	\$34.29	22350.	D	
Common Stock	11/2/2007		S		700.	D	\$34.32	21650.	D	
Common Stock	11/2/2007		S		1100.	D	\$34.33	20550.	D	
Common Stock	11/2/2007		S		500.	D	\$34.35	20050.	D	
Common Stock	11/2/2007		S		200.	D	\$34.36	19850.	D	
Common Stock	11/2/2007		S		500.	D	\$34.37	19350.	D	
Common Stock	11/2/2007		S		500.	D	\$34.38	18850.	D	
Common Stock	11/2/2007		S		1000.	D	\$34.39	17850.	D	
Common Stock	11/2/2007		S		200.	D	\$34.42	17650.	D	
Common Stock	11/2/2007		S		400.	D	\$34.43	17250.	D	
Common Stock	11/2/2007		S		100.	D	\$34.44	17150.	D	
Common Stock	11/2/2007		S		200.	D	\$34.45	16950.	D	
Common Stock	11/2/2007		S		100.	D	\$34.46	16850.	D	
Common Stock	11/2/2007		S		200.	D	\$34.47	16650.	D	
Common Stock	11/2/2007		S		200.	D	\$34.51	16450.	D	
Common Stock	11/2/2007		S		350.	D	\$34.52	16100.	D	

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

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/2/2007		J	V	95.3917	A	\$0	1586.7777	I	401(k) Plan
Common Stock	11/5/2007		I		1200.	D	\$0	386.7777 (1)	I	401(k) Plan
Common Stock	11/2/2007		S		100.	D	\$34.10	14880.	I	Family Trust
Common Stock	11/2/2007		S		700.	D	\$34.11	14180.	I	Family Trust
Common Stock	11/2/2007		S		100.	D	\$34.13	14080.	I	Family Trust
Common Stock	11/2/2007		S		300.	D	\$34.16	13780.	I	Family Trust
Common Stock	11/2/2007		S		100.	D	\$34.17	13680.	I	Family Trust
Common Stock	11/2/2007		S		200.	D	\$34.20	13480.	I	Family Trust
Common Stock	11/2/2007		S		520.	D	\$34.21	12960.	I	Family Trust
Common Stock	11/2/2007		S		100.	D	\$34.22	12860.	I	Family Trust
Common Stock	11/2/2007		S		400.	D	\$34.25	12460.	I	Family Trust
Common Stock	11/2/2007		S		500.	D	\$34.29	11960.	I	Family Trust

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Option-right to buy	\$19.6504	11/2/2007		M	7250.	11/16/2003	11/15/2011	Common Stock	7250.	\$0	0	D	

**Explanation of Responses:**

(1) The information is current as of this filing date.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PEARL SUZANNE VIAD CORP 1850 N. CENTRAL AVE., STE 800 PHOENIX, AZ 85004-4545			VP-Human Resources	Viad Corp

**Signatures**

Scott E. Sayre, Attorney-in-Fact

11/6/2007

\*\* Signature of Reporting Person

Date

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).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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