**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

**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**

Schechter Joshua

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)**

2/25/2021

**5. Relationship of Reporting Person(s) to Issuer**

(Check all applicable)

___ Director

X 10% Owner

Officer (give title below)

Other (specify below)

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

**6. Individual or Joint/Group Filing**

(Check Applicable Line)

Form filed by One Reporting Person

Form filed by More than One Reporting Person

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</th>
<th>Securities Acquired or Disposed of</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I)</th>
<th>Nature of Indirect Beneficial Ownership Code (A) or (D)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/25/2021</td>
<td>F</td>
<td>V</td>
<td>717</td>
<td>D</td>
<td>Direct (D)</td>
<td>38662</td>
<td>$44.76</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</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D)</th>
<th>Exercisable and Expiration Date</th>
<th>Title of Underlying Security</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Price of Derivative Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td></td>
<td>2/25/2021</td>
<td>F</td>
<td>V</td>
<td>717</td>
<td>D</td>
<td>Direct (D)</td>
<td>38662</td>
<td>$44.76</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Shares were surrendered for taxes in connection with vesting of restricted stock granted February 25, 2020.

**Reporting Owners**

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schechter Joshua</td>
<td>Director</td>
</tr>
<tr>
<td>1850 N. CENTRAL AVE., SUITE 1900</td>
<td>10% Owner</td>
</tr>
<tr>
<td>PHOENIX, AZ 85004</td>
<td>Officer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signatures</th>
<th>3/1/2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>/s/ Derek P. Linde as Attorney-in-Fact</td>
<td>Date</td>
</tr>
</tbody>
</table>

**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.