1. Name and Address of Reporting Person:  
MACE EDWARD  
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. Individual or Joint/Group Filing:  
X Form filed by 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>Trans. Code</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>A</td>
<td>2790</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$44.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5013 D</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>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title and Amount of 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. 3 and 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>
</table>

Explanation of Responses:
(1) Restricted Stock granted on February 23, 2021, pursuant to the 2017 Viad Corp Omnibus Incentive Plan, and will vest one year from the date of grant.

Reporting Owners

Reporting Owner Name / Address:  
MACE EDWARD  
1850 N. CENTRAL AVE., SUITE 1900  
PHOENIX, AZ 85004

Relationships:  
Director 10% Owner Officer Other

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

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.