**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: MACE EDWARD  
   1850 N. CENTRAL AVE., SUITE 1900  
   PHOENIX, AZ 85004

2. Issuer Name and Ticker or Trading Symbol: VIAD CORP [ VVI ]

5. Relationship of Reporting Person(s) to Issuer:  
   __X__ Director  
   ___ 10% Owner  
   ____ Officer (give title below)  
   ____ Other (specify below)

3. Date of Earliest Transaction (MM/DD/YYYY): 2/25/2021

4. If Amendment, Date Original Filed: ___

6. Individual or Joint/Group Filing:  
   _X_ 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>Trans. Code</th>
<th>Deemed Execution Date, if any</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>2/25/2021</td>
<td>F</td>
<td></td>
<td>591 (A)</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 Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</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 Derivative Securities Underlying Derivative Security</th>
<th>Price of Derivative Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/25/2021</td>
<td>F</td>
<td></td>
<td>2790 (D)</td>
<td>15578 (D)</td>
<td>I by Family Trust</td>
<td></td>
</tr>
</tbody>
</table>

**Explanation of Responses:**

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

(2) This number includes 1,632 common shares that vested on February 25, 2021, which were transferred to a family trust.

**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  
3/1/2021

**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.