1. Name and Address of Reporting Person -
Coll Denise M
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)
2/26/2020

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

5. Relationship of Reporting Person(s) to Issuer
_X_ Director
_____ 10% Owner
_____ Officer (give title below)
_____ Other (specify below)

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Date</th>
<th>Deemed Execution Date</th>
<th>Trans. Code</th>
<th>V</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/26/2020</td>
<td>F</td>
<td>534</td>
<td>D</td>
<td>$53.58</td>
<td>4339</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 Date</th>
<th>Trans. Code</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
<th>Title</th>
<th>Amount or Number of Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/26/2020</td>
<td>F</td>
<td>534</td>
<td>D</td>
<td>$53.58</td>
<td>4339</td>
</tr>
</tbody>
</table>

Explanation of Responses:
(1) Shares were surrendered for taxes in connection with vesting of restricted stock granted February 26, 2019.

Reporting Owners

Coll Denise M
1850 N. CENTRAL AVE., SUITE 1900
PHOENIX, AZ 85004

Signatures
/s/ Irma Villarreal as Attorney-in-Fact 2/28/2020

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.