**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
   
   BENETT ANDREW B
   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)
   
   2/18/2021

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

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
   
   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>2. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Securities Acquired (A) or Disposed of (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/18/2021</td>
<td>P</td>
<td>1340 A $37.91 19997 D</td>
</tr>
</tbody>
</table>

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

|--------------------------------|-----------------------------------------------------|----------------------------------|--------------------------|---------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|

Explanation of Responses:

Reporting Owners

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

Signatures

/s/ Derek P. Linde as Attorney-in-Fact 2/19/2021

**Signature of Reporting Person**

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.