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

BRITTON RICHARD A JR
(Last) BRITTON RICHARD A JR
(First) (Middle)
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)

2/25/2020

4. If Amendment, Date Original Filed


5. Relationship of Reporting Person(s) to Issuer

(X) Director
10% Owner
Officer (give title below)
Other (specify below)

6. Individual or Joint/Group Filing

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 (Instr. 3)</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/25/2020</td>
<td>A</td>
<td></td>
<td>A</td>
<td>934</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>950.6196</td>
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<td></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 (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code (Instr. 8)</th>
<th>Deemed Execution Date, if any</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
<th>Title</th>
<th>Amount or Number of Shares</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
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</table>

Explanation of Responses:

1. Restricted Stock granted on February 25, 2020 pursuant to the 2017 Viad Corp Omnibus Incentive Plan, which will vest three years from the date of grant.

2. In February 2020, the reporting person acquired 227.5612 shares of VVI common stock under the Viad Corp 401(k) plan.

Reporting Owners

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

Signatures

/s/ Irma Villarreal as Attorney-in-Fact 2/26/2020

**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.