

# FORM 3

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL  
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### INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a)  
of the Public Utility Holding Company Act of 1935 or Section 30(h) of the  
Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Date of Event Requiring Statement (MM/DD/YYYY)	3. Issuer Name and Ticker or Trading Symbol
<b>DEPAOLI DEBORAH J</b>	<b>5/1/2011</b>	<b>VIAD CORP [VVI]</b>
(Last) (First) (Middle)	4. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<b>1850 N. CENTRAL AVE., SUITE 800</b>	<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>General Counsel and Secretary /</b>	
(Street)	5. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line)
<b>PHOENIX, AZ 85004-4545</b>		<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City) (State) (Zip)		

#### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<b>Common Stock</b>	<b>10513 (1)</b>	<b>D</b>	
<b>Common Stock</b>	<b>1930.9333</b>	<b>I</b>	<b>by 401K Plan</b>

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<b>Incentive Stock Option (right to buy) (2)</b>	<b>(3)</b>	<b>2/24/2020</b>	<b>Common Stock</b>	<b>4400</b>	<b>\$19.2</b>	<b>D</b>	
<b>Incentive Stock Option (right to buy) (4)</b>	<b>(5)</b>	<b>2/19/2013</b>	<b>Common Stock</b>	<b>525</b>	<b>\$19.574</b>	<b>D</b>	
<b>Incentive Stock Option (right to buy) (4)</b>	<b>(5)</b>	<b>3/26/2012</b>	<b>Common Stock</b>	<b>525</b>	<b>\$26.0684</b>	<b>D</b>	
<b>Incentive Stock Option (right to buy) (4)</b>	<b>(5)</b>	<b>2/22/2012</b>	<b>Common Stock</b>	<b>1200</b>	<b>\$26.305</b>	<b>D</b>	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<b>to buy) (4)</b>							

**Explanation of Responses:**

- (1) Includes 1,000 shares of restricted stock granted 2/21/2007 pursuant to the 1997 Viad Corp Omnibus Incentive Plan. Also includes 1,500 shares of restricted stock granted 2/23/2009, 2,000 shares of restricted stock granted 2/24/2010, and 2,600 shares of restricted stock granted 2/22/11, pursuant to the 2007 Omnibus Incentive Plan.
- (2) Granted pursuant to the 2007 Viad Corp Omnibus Incentive Plan.
- (3) The 10-year option vests in 3 equal installments, one-third after 1 year from the grant date, one-third after 2 years of the grant date, and the remaining one-third after 3 years from the grant date, except that exercisability is accelerated in certain circumstances.
- (4) Granted pursuant to the 1997 Viad Corp Omnibus Incentive Plan.
- (5) This option is fully vested and exercisable.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
<b>DEPAOLI DEBORAH J 1850 N. CENTRAL AVE., SUITE 800 PHOENIX, AZ 85004-4545</b>			<b>General Counsel and Secretary</b>	

**Signatures**

**DEBORAH J DEPAOLI**

**5/4/2011**

\*\* Signature of Reporting Person

Date

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 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.