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

MOSTER STEVEN W

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)

2/23/2021

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

3/7/2021

5. Relationship of Reporting Person(s) to Issuer

X Director

10% Owner

X Officer (give title below) other (specify below)

President & Chief Executive Officer

6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)

X Direct

7. Nature of Indirect Beneficial Ownership (Instr. 4)


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>Acquired or Disposed of</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>A</td>
<td>$44.80</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>A</td>
<td>177379</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>A</td>
<td>17411</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>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title of Underlying Security</th>
<th>Amount or Number of Shares</th>
<th>Price of Derivative Security</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Ownership Form of Derivative Beneficially Owned: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option</td>
<td>$44.80</td>
<td>2/23/2021</td>
<td>A</td>
<td>89832</td>
<td>2/23/2028</td>
<td>Common Stock</td>
<td>89832</td>
<td>$0.00</td>
<td>D</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Restricted Stock Units granted on February 23, 2021, pursuant to the 2017 Viad Corp Omnibus Incentive Plan, and will vest in three equal tranches on each of February 23, 2022, February 23, 2023 and February 23, 2024.

(2) The option vests and becomes exercisable in three equal tranches on each of February 23, 2022, February 23, 2023 and February 23, 2024.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOSTER STEVEN W</td>
<td>X</td>
</tr>
<tr>
<td>1850 N. CENTRAL AVE., SUITE 1900 PHOENIX, AZ 85004</td>
<td>President &amp; Chief Executive Officer</td>
</tr>
</tbody>
</table>

Signatures

/s/ Derek P. Linde as Attorney-in-Fact 2/25/2021

**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 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.
number.