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

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

2. Issuer Name and Ticker or Trading Symbol

VIAD CORP [ VVI ]

5. Relationship of Reporting Person(s) to Issuer

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

3. Date of Earliest Transaction (MM/DD/YYYY)

2/23/2021

6. Individual or Joint/Group Filing (Check Applicable Line)

_ X __ 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</th>
<th>Trans. Date</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Code (Instr. 8)</th>
<th>Amount of Securities Acquired or Disposed of (A) or (D) (Instr. 3 and 4)</th>
<th>Price</th>
<th>Beneficial Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td></td>
<td>A</td>
<td>2790</td>
<td>$44.80</td>
<td>D</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>Trans. Date</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Code (Instr. 8)</th>
<th>Number of Derivative Securities Acquired or Disposed of (A) or (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title of Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

Explanation of Responses:

(1) Restricted Stock granted on February 23, 2021, pursuant to the 2017 Viad Corp Omnibus Incentive Plan, and will vest one year from the date of grant.

Reporting Owners

Reporting Owner Name / Address | Relationships
--- | ---
Coll Denise M  
1850 N. CENTRAL AVE., SUITE 1900  
PHOENIX, AZ 85004 | X

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.