

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

June 30, 2011

Date of Report (Date of earliest event reported)

VIAD CORP

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction
of incorporation)

001-11015

(Commission
File Number)

36-1169950

(IRS Employer
Identification No.)

1850 North Central Avenue, Suite 800, Phoenix, Arizona

(Address of principal executive offices)

85004-4545

(Zip Code)

Registrant's telephone number, including area code: (602) 207-4000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 OTHER EVENTS

On June 30, 2011, Viad Corp (the "Company") issued a press release announcing the acquisition on June 29, 2011, of St. Mary Lodge and Resort (the "Lodge"), a 115 room resort. The Lodge is a full-service hotel situated just outside Glacier National Park's east entrance in St. Mary, Montana. The purchase price was \$16 million in cash, subject to certain adjustments. The press release is attached hereto as Exhibit 99 and is incorporated by reference herein. The press release contains forward-looking statements regarding the Company and includes cautionary statements identifying important factors that could cause actual results to differ materially from those anticipated.

Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99 – Press release dated June 30, 2011.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

VIAD CORP
(Registrant)

June 30, 2011

By: /s/ Deborah J. DePaoli
Deborah J. DePaoli
General Counsel and Secretary

Viad Corp Acquires St. Mary Lodge & Resort

Expands Leading Market Share in Glacier National Park Area

PHOENIX--(BUSINESS WIRE)--June 30, 2011--Viad Corp (NYSE:VVI) today announced that it completed the acquisition of St. Mary Lodge & Resort. This acquisition is expected to be slightly accretive to Viad's 2011 earnings.

Paul B. Dykstra, Viad's chairman, president and chief executive officer, said, "The acquisition of St. Mary Lodge & Resort is our second in-market expansion in the Glacier National Park area this year and an important addition to our high-margin Travel & Recreation Group. The property expands our high-end product portfolio and is a strong strategic fit with our Glacier Park operation. We are committed to expanding our hospitality and recreational attractions portfolio in and around national parks in North America, and this transaction represents another successful execution against those plans."

St. Mary Lodge & Resort is an upscale full-service hotel and resort situated just outside Glacier National Park's east entrance in St. Mary, Montana. With 115 guest rooms spread among six facilities, the property features accommodations ranging from luxury lodge rooms and suites to rustic and relaxing cottages and motel rooms. Full-service amenities include gift and sundry shops, restaurants, a coffee and chocolate shop, a gas station and a supermarket.

Michael Hannan, president of Viad's Travel & Recreation Group, said, "St. Mary Lodge & Resort is a wonderful property that serves as a striking emblem of the Glacier National Park gateway. It complements our existing property portfolio by leveraging existing economies of scale and by rounding out our assortment of accommodation and location options to enhance our guests' enjoyment of this majestic setting. The addition of St. Mary Lodge & Resort extends the reach of our environmental stewardship programs further into the community, and it broadens our position as a hospitality employer of choice in Glacier County and in the state of Montana."

In addition to St. Mary Lodge & Resort, Glacier Park, Inc. operates four historic lodges, three motor inns, a year-round resort property and a fleet of thirty-three historic red buses in and around Glacier National Park in Montana and Waterton Lakes National Park in Alberta, Canada. These two parks are together known as the Waterton-Glacier International Peace Park and welcome over 2 million visitors each year.

About Viad

Viad is an S&P SmallCap 600 company. Viad operates through its Marketing & Events Group, comprised of Global Experience Specialists and affiliates, and its Travel & Recreation Group, comprised of Brewster and Glacier Park, Inc. The Viad Travel & Recreation Group delivers premium travel experiences to the global market. Glacier Park, Inc. is an independent hotel operator and concessionaire of Waterton-Glacier International Peace Park, providing lodging accommodations, food and beverage services, retail operations, and tour and transportation services throughout Glacier and Waterton-Lakes National Parks. Brewster Travel Canada is a full-service travel company based in the heart of the Canadian Rockies and specializes in travel planning, hospitality, attraction venues and motor coach transportation. For more information on Viad and its Travel & Recreation Group, visit the company's Web site at www.viad.com.

Forward-Looking Statements

As provided by the safe harbor provision under the Private Securities Litigation Reform Act of 1995, Viad cautions readers that, in addition to historical information contained herein, this press release includes certain information, assumptions and discussions that may constitute forward-looking statements. These forward-looking statements are not historical facts, but reflect current estimates, projections, expectations, or trends concerning future growth, operating cash flows, availability of short-term borrowings, consumer demand, new business, investment policies, productivity improvements, ongoing cost reduction efforts, efficiency, competitiveness, legal expenses, tax rates and other tax matters, foreign exchange rates, and the realization of restructuring cost savings. Actual results could differ materially from those discussed in the forward-looking statements. Viad's businesses can be affected by a host of risks and uncertainties. Among other things, natural disasters, gains and losses of customers, consumer demand patterns, labor relations, purchasing decisions related to customer demand for exhibition and event services, existing and new competition, industry alliances, consolidation and growth patterns within the industries in which Viad competes, acquisitions, adverse developments in liabilities associated with discontinued operations and any deterioration in the economy, may individually or in combination impact future results. In addition to factors mentioned elsewhere, economic, competitive, governmental, technological, capital marketplace and other factors, including terrorist activities or war, a pandemic health crisis and international conditions, could affect the forward-looking statements in this press release. Additional information concerning business and other risk factors that could cause actual results to materially differ from those in the forward-looking statements can be found in Viad's annual and quarterly reports filed with the Securities and Exchange Commission.

Information about Viad Corp obtained from sources other than the company may be out-of-date or incorrect. Please rely only on company press releases, SEC filings and other information provided by the company, keeping in mind that forward-looking statements speak only as of the date made. Viad undertakes no obligation to update any forward-looking statements, including prior forward-looking statements, to reflect events or circumstances arising after the date as of which the forward-looking statements were made.

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