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

BARRY DAVID 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)

2/11/2020

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

X

5. Relationship of Reporting Person(s) to Issuer

___ Director
X Officer (give title below)
X__ Officer (give title below)
X__ Other (specify below)

President - Pursuit

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

D

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

By 401K (2)

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>Number of Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/11/2020</td>
<td>P</td>
<td>1580</td>
<td>($63.59) [D] 19650 D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/11/2020</td>
<td>P</td>
<td>1580</td>
<td>($63.59) [D] 19650 D</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</th>
<th>Title and Amount of Securities 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. 6)</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></td>
<td></td>
<td>2/11/2020</td>
<td>P</td>
<td>1580</td>
<td>(A)</td>
<td>678.79 D</td>
<td>$63.59 [D]</td>
<td>19650 D</td>
<td>D</td>
<td>By 401K (2)</td>
</tr>
</tbody>
</table>

Explanation of Responses:

1. The price reported in Column 4 is the weighted average price. The shares were purchased in 14 separate transactions ranging from $63.58 to $63.59, inclusive, with the average weighted price being $63.59. The reporting person undertakes to provide to any security holder of Viad Corp or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (1) to this Form.

2. Between February 2019 and February 2020, the reporting person acquired 193,4318 shares of VVI common stock under the Viad Corp 401(k) plan.

Reporting Owners

Reporting Owner Name / Address

BARRY DAVID W
1850 N. CENTRAL AVE., SUITE 1900
PHOENIX, AZ 85004

Relationships

Director 10% Owner Officer Other

President - Pursuit

Signatures

/s/ Irma Villarreal, as Attorney-in-Fact 2/12/2020
**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.