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

INGERSOLL ELLEN 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 Officer (give title below)
Chief Financial Officer

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

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)
   Common Stock

2. Trans. Date
   2/23/2021

3. Trans. Code (Instr. 8)
   A

4. Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)
   A

5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)
   4955

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

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

1. Title of Derivative Security (Instr. 3)
   Stock Option

2. Conversion or Exercise Price of Derivative Security
   $44.80

3. Trans. Date
   2/23/2021

4. Trans. Code (Instr. 8)
   A

5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)
   25568

6. Date Exercisable and Expiration Date
   2/23/2028

7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)
   Common Stock 25568

8. Price of Derivative Security
   $0.00

9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)
   25568

10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)
    D

11. Nature of Indirect Beneficial Ownership (Instr. 4)
    Family Trust

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

Reporting Owner Name / Address
INGERSOLL ELLEN M
1850 N. CENTRAL AVE., SUITE 1900
PHOENIX, AZ 85004

Relationships
Director 10% Owner Officer Other
Chief Financial Officer

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

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.

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