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
   *STRIEDEL LESLIE S*  
   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

5. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   [ ] Director  [ ] 10% Owner  [X] Officer (give title below)  [ ] Other (specify below)
   Chief Accounting Officer

6. Individual or Joint/Group Filing
   (Check Applicable Line)
   [X] Form filed by One Reporting Person  [ ] Form filed by More than One Reporting Person

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Code</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>2902</td>
<td>$44.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(1)</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/23/2021</td>
<td>A</td>
<td>71.1047</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(2)</td>
<td></td>
</tr>
</tbody>
</table>

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### 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>Code</th>
<th>Amount</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
<th>Title</th>
<th>Number of Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

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Explanations 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. Between December 2020 and February 2021, the reporting person acquired 71.1047 shares of VVI common stock under the Viad Corp 401(k) plan.

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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.

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.