FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

INGERSSOLL ELLEN M
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)

2/19/2020

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


5. Relationship of Reporting Person(s) to Issuer (Check all applicable)

[ ] Director
[ ] 10% Owner
X Officers (give title below)
[ ] Other (specify below)

Chief Financial Officer

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

[ ] Form filed by One Reporting Person
X Form filed by More than One Reporting Person

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

1. Title of Security (Instr. 3)

2. Trans. Date

2A. Deemed Execution Date, if any

3. Trans. Code (Instr. 8)

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

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

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

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

Common Stock
2/19/2020
M
6050
A
$16.619
26491
D

Common Stock

Common Stock

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

1. Title of Derivative Security (Instr. 3)

2. Conversion or Exercise Price of Derivative Security

3. Trans. Date

3A. Deemed Execution Date, if any

4. Trans. Code (Instr. 8)

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

6. Date Exercisable and Expiration Date

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

8. Price of Derivative Security (Instr. 5)

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

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

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

Vested Option
$16.619
2/19/2020
M
6050
(1)
2/24/2020
Common Stock
6050
$0.00
28739
D

Explanation of Responses:

(1) Since the date of Ms. Ingersoll's last ownership report, she transferred 23,409 shares of Viad Common Stock to her ex-husband pursuant to a domestic relations order. Ms. Ingersoll no longer reports as beneficially owned any securities owned by her ex-husband.

(2) Between February 2019 and February 2020, the reporting person acquired 203.2996 shares of VVI common stock under the Viad Corp 401(k) plan.

(3) The 10-year option vested in 3 equal annual installments beginning on February 24, 2011, which was the first anniversary of the grant date.

Reporting Owners

Reporting Owner Name / Address

INGERSSOLL ELLEN M
1850 N. CENTRAL AVE., SUITE 1900
PHOENIX, AZ 85004

Relationships

Director 10% Owner Officer Other

Chief Financial Officer

Signatures

/s/ Irma Villarreal as Attorney-in-Fact

Date

2/20/2020

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.