### FORM 4

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

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**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

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1. **Name and Address of Reporting Person**  
   **DOZER RICHARD H**  
   (Last)  
   (First)  
   (Middle)  
   **1850 N. CENTRAL AVE., SUITE 1900**  
   **PHOENIX, AZ 85004**

2. **Issuer Name and Ticker or Trading Symbol**  
   **VIAD CORP [ VV1 ]**

3. **Date of Earliest Transaction (MM/DD/YYYY)**  
   **2/25/2021**

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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>Trans. Code</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form of Direct (D) or Indirect (I) Beneficial Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/25/2021</td>
<td>F</td>
<td>603 D</td>
<td>29432</td>
<td>D</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>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title and Amount of Securities Underlying Derivative Security</th>
<th>Price of Derivative Security</th>
<th>Number of Derivative Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I)</th>
<th>Nature of Indirect Beneficial Ownership</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

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**Explanation of Responses:**

(1) Shares were surrendered for taxes in connection with vesting of restricted stock granted February 25, 2020.

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**Reporting Owners**

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOZER RICHARD H</td>
<td></td>
</tr>
<tr>
<td><strong>1850 N. CENTRAL AVE., SUITE 1900</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PHOENIX, AZ 85004</strong></td>
<td></td>
</tr>
</tbody>
</table>

( ) Director  ( ) 10% Owner  ( ) Officer  ( ) Other

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**Signatures**

/s/ Derek P. Linde as Attorney-in-Fact  
3/1/2021

**Signature of Reporting Person**

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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.