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

OMB APPROVAL
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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 *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Crestview Partners IV GP, L.P.	**VIAD CORP [VVI]**	
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)	__X__ Director __X__ 10% Owner
C/O CRESTVIEW PARTNERS, 590 MADISON AVENUE, 42ND FLOOR	**3/1/2023**	_____ Officer (give title below) _____ Other (specify below)
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line)
NEW YORK, NY 10022		___ Form filed by One Reporting Person
(City) (State) (Zip)		_ 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	**3/1/2023**		**A**		**9960** (1)	**A**	**$0**	**19093**	**I**	**See Footnotes** (2) (3)(4)(5)

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

1. Title of Derivate 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. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

(1) Represents an award of restricted stock units ("RSUs") with respect to Common Stock of the Issuer, par value $1.50 per share ("Common Stock") granted to Brian P. Cassidy and Patrick LaValley under the 2017 Viad Corp Omnibus Incentive Plan (as amended, the "Plan"). The RSUs are scheduled to vest on March 1, 2024, subject to the terms of the Plan and the applicable award agreement issued thereunder. Each of Messrs. Cassidy and LaValley has assigned all rights, title and interest in the RSUs (including the shares of Common Stock thereunder) granted to him to Crestview Advisors, L.L.C.

(2) Crestview IV VC TE Holdings, LLC, Crestview IV VC Holdings L.P. and Crestview IV VC CI Holdings, L.P. (collectively, the "Crestview Funds") hold, in the aggregate, 135,000 shares of 5.5% Series A Convertible Preferred Stock of the Issuer, par value $0.01 per share ("Preferred Stock"). Subject to the terms of the Certificate of Designations and the Investment Agreement between the Issuer and the Crestview Funds, the shares of Preferred Stock held by the Crestview Funds are convertible into shares of Common Stock at any time by the Crestview Funds at an initial conversion price equal to $21.25 per share, which such conversion price is subject to (i) customary anti-dilution adjustments (including in the event of any stock split, stock dividend, recapitalization or similar events) and (ii) adjustment for certain dilutive issuances of Common Stock at a price below the then-current market price and repurchases of Common Stock at a price above the then-current market price.

(3) Crestview Partners IV GP, L.P. may be deemed to have beneficial ownership of the shares of Preferred Stock held by the Crestview Funds. Crestview Partners IV GP, L.P. exercises voting and dispositive power over the shares of Preferred Stock (and, following conversion thereof, the underlying shares of Common Stock) held by the Crestview Funds, which decisions are made by the investment committee of Crestview Partners IV GP, L.P. and the chairman of such investment committee.

(4) Each of Messrs. Cassidy and LaValley is a member of the Issuer's board of directors. Mr. Cassidy is a Partner of Crestview, L.L.C. (which is the general partner of Crestview Partners IV GP, L.P.) and Crestview Advisors, L.L.C. (which provides investment advisory and management services to investment funds owning interests in the Crestview Funds). Mr. LaValley is a Principal of Crestview Advisors, L.L.C.

(5) Each Reporting Person disclaims beneficial ownership of the reported securities except to the extent of his or its pecuniary interest therein.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Crestview Partners IV GP, L.P.				

C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**	**X**		
Crestview IV VC TE Holdings, LLC C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**	**X**		
Crestview IV VC Holdings, L.P. C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**	**X**		
Crestview IV VC CI Holdings, L.P. C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**	**X**		
Crestview Advisors, L.L.C. C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**	**X**		
Cassidy Brian P C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**			
LaValley Sung-Chul Patrick Thomas C/O CRESTVIEW PARTNERS 590 MADISON AVENUE, 42ND FLOOR NEW YORK, NY 10022	**X**			

Signatures

By: Crestview, L.L.C., the general partner of the Designated Filer, By: /s/ Ross A. Oliver, General Counsel	**3/3/2023**
** Signature of Reporting Person	Date

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).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.

Exhibit 99

Joint Filer Information

Each of the following joint filers has designated **Crestview Partners IV GP, L.P.** as the "**Designated Filer**" for purposes of the attached Form 4:

1. Crestview IV VC TE Holdings, LLC
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

2. Crestview IV VC Holdings, L.P.
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

3. Crestview IV VC CI Holdings, L.P.
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

4. Crestview Advisors, L.L.C.
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

5. Brian P. Cassidy
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

6. Sung-Chul Patrick LaValley
   c/o Crestview Partners
   590 Madison Avenue, 42nd Floor
   New York, NY 10022

Date of Event Requiring Statement: March 1, 2023
Issuer Name and Ticker or Trading Symbol: Viad Corp. [VVI]

CRESTVIEW IV VC TE HOLDINGS, LLC

By: /s/ Ross A. Oliver
Name: Ross A. Oliver
Title: General Counsel

CRESTVIEW IV VC HOLDINGS, L.P.
By: Crestview IV VC Holdings GP, LLC, its general partner

By: /s/ Ross A. Oliver
Name: Ross A. Oliver
Title: General Counsel

CRESTVIEW IV VC CI HOLDINGS, L.P.
By: Crestview IV VC CI GP, LLC, its general partner

By: /s/ Ross A. Oliver
Name: Ross A. Oliver
Title: General Counsel

CRESTVIEW ADVISORS, L.L.C.

By: /s/ Ross A. Oliver
Name: Ross A. Oliver
Title: General Counsel

BRIAN P. CASSIDY

By: /s/ Ross A. Oliver, Attorney-in-Fact

SUNG-CHUL PATRICK LAVALLEY

By: /s/ Ross A. Oliver, Attorney-in-Fact

Date: March 3, 2023