

[] 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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

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 *				2. Issuer Name and Ticker or Trading Symbol							5. Relationship of Reporting Person(s) to Issuer				
								(Check all applicable)							
Henkels Virginia				VIAD CORP [VVI]											
(Last) (First) (Middle)				3. Date of Earliest Transaction (MM/DD/YYYY)											
()										Officer (giv	e title below) Oth	er (specify b	elow)	
7000 E. 1ST AVENUE				3/1/2023											
(Street)				4. If Amendment, Date Original Filed (MM/DD/YYYY)							6. Individual or Joint/Group Filing (Check Applicable Line)				
SCOTTSDALE, AZ 85251											X _ Form filed by One Reporting Person				
(City) (State) (Zip)											Form filed by More than One Reporting Person				
I - Non-	Deri	vati	ve Secu	ırities Ac	quir	ed, Dis	posed of	f, or	Ben	neficially Owne	d				
1. Title of Security (Instr. 3)			ution	3. Trans. Co (Instr. 8)	de	or Disposed of (D)				Following Reported Transaction(s)			Ownership of India	7. Nature of Indirect Beneficial	
			ii aiiy			(msu. 5, 7 and 5)			((mon. 5 and 1)			Direct (D)	Ownership	
				Code	V	Amour	(A) or (D)		ce				or Indirect (I) (Instr. 4)	(Instr. 4)	
3/1/202	3			A		4980) A	\$0.0	0		4980		D		
										12	2738 (2)		I	Family Trust	
e Securit	ies E	Bene	ficially	Owned (e.g.,	puts,	calls, wa	rran	ts, c	options, conver	tible secu	ırities)			
ion (Inst		Code	Derivativ Acquired	ve Securities I (A) or		and Expiration Date Securities Derivative			Underlying e Security	Jnderlying Derivative Security Security	derivative Securities	Form of	Beneficial		
								(Instr. 3 and		14) (Instr. 5)		Owned Following	Security: Direct (D)	Ownership (Instr. 4)	
Co	ode	V	(A)	(D)				Title							
	2. Trans. I 3/1/202 e Securit emed d. Tri (Inst	VI. 3. D 4. If 4. If 2 I - Non-Deri 2. Trans. Date 3/1/2023 e Securities Extended 4. Trans. C (Instr. 8)	VIAD 3. Date 4 4. If Am 2. Trans. Date Execution 3/1/2023 e Securities Beneration fany 4. Trans. Code (Instr. 8)	VIAD COR 3. Date of Earli 4. If Amendme 4. If Amendme 2. Trans. Date 2A. Deemed 2A. Deem	VIAD CORP VVI 3. Date of Earliest Transa 3/1 4. If Amendment, Date O Poly I - Non-Derivative Securities Acc 2. Trans. Date Execution Date, if any Code 3/1/2023 A Code 4. Trans. Code (Instr. 8) Code 4. Trans. Code (Instr. 8) Code (Instr. 8)	VIAD CORP [VVI] 3. Date of Earliest Transaction 3/1/20 4. If Amendment, Date Origin 2. Trans. Date 2A. Deemed 3. Trans. Code (Instr. 8) Code V 3/1/2023 A Code (Instr. 8) Execution Code V (Instr. 8) Execution Code (Instr. 8) Execution Code	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/I 3/1/2023 4. If Amendment, Date Original File 2. Trans. Date 2A. Deemed 3. Trans. Code 4. Secution (Instr. 8) (Instr. 2) Code V Amour 3/1/2023 A 4980 (1980) (198	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/DD/YYYY 3/1/2023 4. If Amendment, Date Original Filed (MM/DD 2014) 2. Trans. Date 2A. Deemed 3. Trans. Code 4. Securities Acquired, Disposed of (Instr. 8) 2. Trans. Date 2. Trans. Code 4. Securities Acquired (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 2. Trans. Date 2A. Deemed 3. Trans. Code (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 2. Trans. Date 2A. Deemed 4. Securities Acquired (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 3. Trans. Code 4. Securities Acquired (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 4. Trans. Code 5. Number of (Instr. 8) (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 4. Trans. Code 5. Number of (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) (Instr. 3, 4 and 5) 4. Trans. Code 5. Number of (Instr. 8) (Instr. 3, 4 and 5) 4. Trans. Code 5. Number of (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3, 4	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/DD/YYYY) 3/1/2023 4. If Amendment, Date Original Filed (MM/DD/YYY) 2. Trans. Date Execution Date, if any Code V Amount (A) or (D) Price (A) (Instr. 3, 4 and 5) Code V Amount (A) or (D) Price (Instr. 8) Code V Amount (B) Price (Instr. 8) Code V Amount (C) Price (Instr. 8) Code V Amount (D) Price (Instr. 8)	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/DD/YYYY) 3/1/2023 4. If Amendment, Date Original Filed (MM/DD/YYYY) 2. Trans. Date 2A. Deemed Execution Date, if any Execution Date, if any Code V	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/DD/YYYY) 3/1/2023 4. If Amendment, Date Original Filed (MM/DD/YYYY) 4. If Amendment, Date Original Filed (MM/DD/YYYY) 5. Individual of X Form filed by Form filed by Form filed by Securities Acquired, Disposed of, or Beneficially Owned (Instr. 8) 2. Trans. Date Execution Date, if any Code V Amount (A) or Disposed of (D) (Instr. 3, 4 and 5) Code V Amount (A) or Disposed of (D) Price (Instr. 8) Code V Amount (A) or Disposed of (D) (Instr. 3, 4 and 5) Code V Amount (A) or Disposed of (D) (Instr. 3, 4 and 5) Code V Amount (A) or Disposed of (D) (Instr. 3, 4 and 5) Execution Date Exercisable and Expiration Date (Instr. 8) Code V Amount (B) Price (Instr. 3 and 4) Expiration Date Expiration Title Amount of Number of Date (Instr. 3, 4 and 5)	Standard Corp VVI	VIAD CORP [VVI] 3. Date of Earliest Transaction (MM/DD/YYYY) 3. Date of Earliest Transaction (MM/DD/YYYY) 4. If Amendment, Date Original Filed (MM/DD/YYYY) 5. I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Trans. Date Execution Date, if any 2. Trans. Date Code V Amount (A) or Disposed of (D) (Instr. 3, 4 and 5) 3. Trans. Code (Instr. 8) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4) 4. Securities Deneficially Owned Following Reported Transaction(s) 4. Securities Deneficially Owned Following Reported Transaction(s) 6. Individual or Joint/Group Filing of Namount of Securities Beneficially Owned Following Reported Transaction(s) 8. Price of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 8. Price of Derivative Securities Underlying Derivative Security (Instr. 3 and 4) 9. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 10. Title and Amount of Securities Underlying Derivative Security (Instr. 3) 10. Title Amount or Number of Transaction(s) 10. Title Amount or Number of Transaction(s) 10. Title Amount or Number of Transaction(s)	Check all applicable X_Director	

Explanation of Responses:

- (1) Restricted Stock Units granted on March 1, 2023, pursuant to the Amended & Restated 2017 Viad Corp Omnibus Incentive Plan, and will vest one year from the date of grant and are payable in shares of VVI common stock on a one-for-one basis upon vesting.
- (2) This total reflects a correction to reduce the total number of common shares held in a family trust by 2,223 shares that were previously reported as beneficially owned by the trust due to an inadvertent administrative error.

Reporting Owners

Panorting Owner Name / Address	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Henkels Virginia							
7000 E. 1ST AVENUE	X						
SCOTTSDALE, AZ 85251							

Signatures

/s/ Derek P. Linde as Attorney-in-Fact

**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.