

[ ] 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

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP **OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

2. Iss	suer Name	e and T	Γick	cer or T	rac	ling Sy	mbol				Person(s)	to Issuer
VIA	D COF	RP [ V	'VI	[]								
3. Da	3. Date of Earliest Transaction (MM/DD/YYYY)							Director 10% Owner			wner	
									cer (give title	e below)	Othe	r (specify
		2/2	22/2	2011				,	an Resou	rces		
								, 1 110111		1005		
	4. If Amendment, Date Original Filed (MM/DD/YYYY)							6. Individual or Joint/Group Filing (Check Applicable Line)				
							,				8	-
) Perivati	ve Securi	ties Ac	equ	ired, D	isp	osed o	f, or B	eneficiall	y Owned			
2. Trans.											6.	7. Nature
Date					pos	II		C 1				of Indirect Beneficial
	Date, if	(======================================			an	d 5)					Direct (D)	Ownership
	any										or Indirect (I) (Instr.	(Instr. 4)
		Code	$ \mathbf{v} _{A}$			Price					4)	
2/22/2011		A (1)		3000	A	\$23.01		7	000		D	
								73.3708			I	by 401K Plan
		1	_		_							
		and Expiration Date Securities Underly Derivative Securit									11. Nature of Indirect	
e Secu	ırities					e Security	Security derivative (Instr. 5) Securities		Form of	Beneficial		
	Disposed of (D)								nd 4)		Ownership (Instr. 4)	
										Owned	Direct (D)	
(Inst	r. 3, 4 and											
le V (A)	) (D)	Date Exercisa	able		n 7			umber of		Transaction (s) (Instr. 4)	4)	
	4. If (MM/I)  Perivati 2. Trans. Date  Security	VIAD COF  3. Date of Ear  4. If Amendm (MM/DD/YYYY)  Perivative Securion Date, if any  2/22/2011  s Beneficially O  5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	VIAD CORP [ V  3. Date of Earliest Tr  2/2  4. If Amendment, Date (MM/DD/YYYY)  4. If Amendment, Date (MM/DD/YYYY)  2. Trans. Date Execution Date, if any  Code (Instr. 8)  Derivative Securities (A) (I)  (Instr. 3, 4 and 5)  Date	VIAD CORP [ VV]  3. Date of Earliest Trans  2/22/2  4. If Amendment, Date of (MM/DD/YYYY)  2. Trans. Date Deemed Execution Date, if any  Code V.  2/22/2011 A (1)  S Beneficially Owned (e.g. and Expirative Securities and Expirative Securities and Expiration (Instr. 8)  S Beneficially Owned (e.g. and Expirative Securities (Instr. 8)  Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)  Date	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (  2/22/2011  4. If Amendment, Date Original (MM/DD/YYYY)  Perivative Securities Acquired, D  2. Trans. Date Deemed Execution Date, if any Code (Instr. 8) (D) (Instr. 3, 4)  Code V Amount (Code V	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM 2/22/2011  4. If Amendment, Date Original Find (MM/DD/YYYY)  Perivative Securities Acquired, Disposed of (D) (Instr. 3, 4 and 5)  Date Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)  Date Securities Transaction (MM 2/22/2011 A 1	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YY  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYYY)  5. Trans. Date Deemed Execution Date, if any (A) or Disposed of (D) (Instr. 3, 4 and 5)  6. Date Exercisable and Expiration Date Securities Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)  8. Date Expiration Title Amendment, Date Original Filed (MM/DD/YYYYY)  4. If Amendment, Date Original Filed (A) or Disposed of (D) (Instr. 3)  4. Securities Acquired (A) or Disposed of (D) (Instr. 3)  6. Date Exercisable and Expiration Date Derivative (Instr. 3)  8. Date Expiration Title Amendment, Date Date Expiration Title Amendment, Date Date Expiration Title Amendment, Date Date Date Date Date Date Date Date	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YYYY)  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  2. Trans. Deemed Execution Date, if any  Code (Instr. 8) (D) (Instr. 3, 4 and 5)  Code V Amount (D) Price  2/22/2011  A (1) 3000 A \$23.01  S Beneficially Owned (e.g., puts, calls, warrants and Expiration Date Securities Underlying Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)  S Beneficially Owned (e.g., puts, calls, warrants and Expiration Date Securities Underlying Derivative Securities (Instr. 3 and 4)  Date Expiration Title Amount or N	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YYYY)  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  6. Individ Applicable L  X _ Form file  2. Trans.   2A.   3. Trans.   4. Securities Acquired (A) or Disposed of (Instr. 8) (D) (Instr. 3, 4 and 5)  2/22/2011  A (1)   3000   A \$23.01   7  3. Securities Acquired (A) or Disposed of (Instr. 3) and 4)  3. Trans.   4. Securities Acquired (Instr. 3) and 4)  4. Securities Acquired (A) or Disposed of (Instr. 3) and 4)  4. Securities Acquired (A) or Disposed of (Instr. 3) and 4)  5. Amount of Securities (Instr. 3) and 4)  7. Title and Amount of Securities Underlying Derivative Securities Underlying Derivative Security (Instr. 3) and 4)  8. Acquired (A) or Disposed of (D) (Instr. 3, 4) and 5)  9. Date   Expiration Title   Amount or Number of   1. Instr. 3 and 4)	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YYYY)  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  5. Individual or Join Applicable Line)  2. Trans. Deemed Deemed Code (A) or Disposed of, or Beneficially Owned (A) or Disposed of (Instr. 3) and 4)  2. Trans. Date (Instr. 8)  2. Trans. Deemed (A) or Disposed of (Instr. 3 and 4)  2. Trans. Deemed (Instr. 8)  2. Trans. Deemed (A) or Disposed of (Instr. 3 and 4)  3. Trans. (Instr. 3)  4. Securities Acquired (A) or Disposed of (Instr. 3 and 4)  4. Securities Acquired (Instr. 3 and 4)  5. Amount of Securities Beneficially Owned (e.g., puts, calls, warrants, options, converting Derivative Securities (Instr. 3 and 4)  5. Number of Securities Underlying Derivative Security (Instr. 5)  8. Price of Securities Underlying Derivative Security (Instr. 5)  Date Expiration Title Amount or Number of Security (Instr. 5)	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YYYY)  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  5. Form filed by One Reporting Per Form filed by More than One Reporting Per Form filed by More	VIAD CORP [ VVI ]  3. Date of Earliest Transaction (MM/DD/YYYY)  2/22/2011  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  4. If Amendment, Date Original Filed (MM/DD/YYYY)  5. Individual or Joint/Group Filing (Che Applicable Line)  X _ Form filed by One Reporting Person Form filed by More than One More filed by More than On

## **Explanation of Responses:**

(1) Restricted Stock granted pursuant to 2007 Viad Corp Omnibus Incentive Plan.

**Reporting Owners** 

Paparting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Robertson David C 1850 N. CENTRAL AVE., SUITE 800			VP-Human Resources					
PHOENIX, AZ 85004-4545								

**Signatures** 

By: Scott E. Sayre For: David C. Robertson 2/24/2011 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.