

Hannan Michael M  
 Form 4  
 January 11, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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

**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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Hannan Michael M

(Last) (First) (Middle)

22 BLUE GROUSE RIDGE

(Street)

CANMORE, A0 T1W 1L5

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
 01/11/2011

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 Group President-Travel & Rec.

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ 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. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction 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 Ownership (Instr. 4) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---|
|                                 |                                      |  |                                | (A) or (D) Code V   | Amount  | Price  |                                   |   |
| Common Stock                    | 01/11/2011                           |  | M                              | 1,091   | A   | \$ 0 <sup>(1)</sup>                                      | 1,091                             | D |
| Common Stock                    | 01/11/2011                           |  | D                              | 1,091   | D   | \$ 26.55   | 0                                 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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

| 1. Title of Derivative Security<br>(Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed Execution Date, if any<br>(Month/Day/Year) | 4. Transaction Code<br>(Instr. 8) | 5. Number of Derivative Securities<br>Acquired (A) or Disposed of (D)<br>(Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of Underlying Security<br>(Instr. 3 and 4) | 8. Amount or Number of Shares |
|---|--|---|---|-----------------------------------|---|---|--|-------------------------------|
| Cash Only Performance-Based Stock Units       | (1)  | 01/11/2011                              |   | M                                 | 1,091   | (2) (3)   | Common Stock   | 1,091                         |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| Hannan Michael M<br>22 BLUE GROUSE RIDGE<br>CANMORE, A0 T1W 1L5 |               |           | Group President-Travel & Rec. |       |

## Signatures

By: Scott E. Sayre For: Michael Hannan  
Date: 01/11/2011

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) Each performance-based restricted stock unit was the economic equivalent of one share of Viad Corp common stock on January 3, 2011, the vest date. The vested performance-based restricted stock units were settled in cash on January 11, 2011.
- (2) This is an award of performance-based restricted stock units. If earned, the stock units will vest in 3 equal installments, one-third after 1 year from the grant date, and the 2 remaining installments will vest in January of the second and third year, respectively, after the grant date, except that exercisability is accelerated in certain circumstances. The stock units will be settled in cash only.
- (3) Not applicable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.