HAY JESS T Form 4 October 02, 2009

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

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

2. Issuer Name and Ticker or Trading

(Print or Type Responses)

1. Name and Address of Reporting Person * HAY JESS T

> (First) (Middle)

P.O. BOX 239

(City)

(Last)

DALLAS, TX 75221-0239

(Street)

(State)

(Month/Day/Year) 09/30/2009

Symbol

4. If Amendment, Date Original

VIAD CORP [VVI]

3. Date of Earliest Transaction

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person

Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Securities

Owned

Beneficially

5. Amount of

Issuer

below)

X Director

Officer (give title

1.Title of 2. Transaction Date 2A. Deemed Security (Instr. 3)

(Zip)

(Month/Day/Year) Execution Date, if (Month/Day/Year)

4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8)

(Instr. 3, 4 and 5)

Following Reported (A) Transaction(s) or (Instr. 3 and 4)

Code V Amount (D) Price

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

Persons who respond to the collection of **SEC 1474** information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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

1. Title of Derivative Conversion Security or Exercise (Instr. 3) Price of

3. Transaction Date 3A. Deemed (Month/Day/Year)

Execution Date, if (Month/Day/Year)

5. Number of 4. **Transaction**Derivative Code Securities (Instr. 8) Acquired (A) or

6. Date Exercisable and **Expiration Date** (Month/Day/Year)

7. Title and Amount of **Underlying Securities** (Instr. 3 and 4)

1

8.

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OMB APPROVAL

OMB 3235-0287 Number: January 31,

2005 Estimated average burden hours per

response...

Expires:

5. Relationship of Reporting Person(s) to

(Check all applicable)

Form filed by More than One Reporting

6. Ownership

Form: Direct

(Instr. 4)

(D) or Indirect Beneficial

0.5

10% Owner

Other (specify

7. Nature of

Ownership

(Instr. 4)

(9-02)

Indirect

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	Derivative Security			Disposed o (Instr. 3, 4, 5)					
			Code	V (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Cash Only Stock Units	(1)	09/30/2009	A	30.6704		<u>(1)</u>	(2)	Common Stock	30.6704

Reporting Owners

Relationships Reporting Owner Name / Address Director 10% Owner Officer

HAY JESS T X P.O. BOX 239 DALLAS, TX 75221-0239

Signatures

By: Scott E. Sayre For: 10/02/2009 Jess Hay

**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).
- Stock units credited in accordance with the terms of the Viad Corp Deferred Compensation Plan; each unit is equivalent to one (1) share of common stock of Corporation; units will be settled in cash; transaction exempt pursuant to Rule 16b-3(d).
- **(2)**

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.

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