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VIAD CORP  
Form 8-K  
October 23, 2003

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15 (d)  
OF THE SECURITIES EXCHANGE ACT OF 1934

October 23, 2003  
Date of Report (Date of earliest event reported)

VIAD CORP  
(Exact name of registrant as specified in its charter)

DELAWARE (State or other jurisdiction of incorporation or organization)	001-11015 (Commission file number)	36-1169950 (I.R.S. Employer Identification No.)
1850 N. CENTRAL AVE., PHOENIX, ARIZONA (Address of principal executive offices)		85077 (Zip Code)

Registrant's telephone number, including area code (602) 207-4000

Item 7. FINANCIAL STATEMENTS AND EXHIBITS

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 - Press release dated October 23, 2003, issued by Viad Corp.

Item 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On October 23, 2003, Viad Corp (the "Company") issued a press release announcing its unaudited financial results for the third quarter ended September 30, 2003 and its outlook for the balance of 2003. A copy of the Company's press release is attached hereto as Exhibit 99.1 and is incorporated by reference herein.

The information in this current report on Form 8-K is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section. The information in this current report shall not be incorporated by

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reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended.

### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

VIAD CORP  
(Registrant)

October 23, 2003

By /s/ G. Michael Latta  
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G. Michael Latta  
Vice President - Controller  
(Chief Accounting Officer  
and Authorized Officer)