

FOR IMMEDIATE RELEASE

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**Viad's Travel & Recreation Group Adds Flyover Canada
to Collection of Attractions**

VANCOUVER – Today, Viad's Travel & Recreation Group announced the acquisition of FlyOver Canada in Vancouver, BC, which continues its growth strategy and goal of delivering unforgettable and inspiring experiences to its guests in iconic locations.

A premier tourist attraction in Vancouver's world-renowned Canada Place, FlyOver Canada has been offering visitors a truly Canadian experience, thrilling and exciting the young and old alike, since 2013. This one-of-a-kind flight simulation ride utilizes a unique and state-of-the-art motion platform with six degrees of freedom, multi-sensory special effects, and a 20-metre half-spherical screen providing guests an unparalleled and unforgettable flight across Canada's iconic natural landscapes. Known as one of the top things to do in Vancouver, for both international and local visitors, FlyOver Canada has hosted nearly 600,000 guests this year.

"FlyOver Canada is the #1 rated fun attraction in Vancouver on TripAdvisor and is situated in the heart of one of Canada's top visitor destinations. We are extremely pleased to add FlyOver Canada to our collection of iconic experiences," said David Barry, president of Viad's Travel & Recreation Group. "This acquisition reinforces our long-term vision of becoming the world's leading provider of experiential adventure travel."

Viad's Travel & Recreation Group is a collection of unforgettable and inspiring travel experiences that showcase the best of National Parks including Banff, Jasper, Waterton Lakes, Glacier, Denali and Kenai Fjords with world-class attractions and unique hotels and lodges.

"We are thrilled to join forces with Viad's Travel & Recreation Group in this acquisition," said Andrew Strang, CEO of Soaring Attractions LP. "Their commitment to honouring and strengthening the uniqueness of each of their experiences, as well as their passion for providing exemplary guest service, makes them the perfect organization to lead this business into the future."

FlyOver Canada will now join the ranks of Viad's Travel & Recreation Group's growing collection of highly popular experiences including the Banff Gondola, Glacier Skywalk, Kenai Fjords Tours, Talkeetna Alaskan Lodge and the iconic Prince of Wales Hotel.

"Viad's Travel & Recreation Group's attractions are best-in-class," added Stephen Geddes, president of Soaring Attractions LP. "We know they will build on what we've created here and continue to deliver an unforgettable experience for the nine million overnight visitors Vancouver hosts each year."

The acquisition closed on December 29, 2016 and marks the third acquisition for Viad's Travel and Recreation Group in 2016. Earlier in the year the group acquired Maligne Lake Cruise in Jasper National Park on January 5, 2016 and CATC Alaska Tourism Corporation on March 11, 2016.

-30-

About FlyOver Canada

FlyOver Canada is a flight simulation ride that takes guests on a breathtaking aerial tour over some of Canada's spectacular landscapes using the latest in ride flight technology. Guests sit suspended 10 to 40 feet above the ground in specialized ride vehicles, with their legs dangling, as they move in concert with the film with complete six degrees of freedom. With the addition of special effects (scent, mist, wind), riders actually feel like they are flying! FlyOver Canada is part of the Viad Corp (NYSE:VVI) Travel & Recreation Group, which also includes Brewster Travel Canada, Glacier Park, Inc. and the Alaska Collection. For more information about Viad, visit www.viad.com. For more information about FlyOver Canada please visit, www.flyovercanada.com.

About Viad

Viad (NYSE: VVI) generates revenue and shareholder value through its two business groups: the Marketing & Events Group (GES) and the Travel & Recreation Group (T&R). GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. T&R is a collection of iconic destination travel experiences that showcase the best of Banff and Jasper National Parks, Glacier National Park, Denali and Kenai Fjords National Parks. Viad is an S&P SmallCap 600 company. For more information, visit the company's Web site at www.viad.com.