

Viad Corp Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/V26E106A0BABEN.html>

Date: August 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: V26E106A0BABEN

Abstracts

Viad Corp Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Viad Corp and its competitors. This provides our Clients with a clear understanding of Viad Corp position in the [Commercial Services and Supplies](#) Industry.

The report contains detailed information about Viad Corp that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Viad Corp. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Viad Corp financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Viad Corp competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Viad Corp business.

About Viad Corp

Viad Corp. provides exhibition, event, and retail marketing services in North America, the United Kingdom, and the United Arab Emirates, as well as travel and recreation services in the United States and Canada.

Segments

The company's segments are: GES, Experiential Marketing Services, and the Travel & Recreation Group.

GES

GES provides services to the exhibition, event and corporate meeting industry, which primarily consists of exhibitions, trade shows, conventions and corporate and special events that facilitate face-to-face marketing of the goods and services being offered or displayed. These events are primarily conducted in convention centers, exhibition halls, hotels and portable structures.

Melville also provides GES a platform for the expansion of GES' business into other international markets. GES has full-service operations in the active event destinations, including 16 U.S. cities, 8 Canadian cities, 4 United Kingdom cities, and 2 cities in the

United Arab Emirates. In each location, GES is a service provider, servicing some of the most visible and influential events in its industry. During 2009, GES provided services to approximately 250,000 exhibitor customers and for approximately 2,000 exhibitions, events and other projects.

Central to GES' customer base are show organizers, which comprise for-profit show owners, not-for-profit trade associations, publishing firms, show management companies and corporations that plan and manage their own proprietary events. Other principal customers include corporate event organizers and exhibitors.

Show organizer services help the organizer in all aspects of the preparation, installation and dismantling of an exhibition, convention or special event, including the infrastructure necessary to service the attendees and exhibitors and communication of the show brand. These services include general event management; planning and consultation; concept design; exhibition layout and design; graphics and design; show traffic analysis; carpeting and flooring; decorating products and accessories; custom graphics; overhead rigging; cleaning; and electrical, lighting and plumbing distribution.

Exclusive exhibitor services provide exhibitors a single point of contact to facilitate a move-in and move-out of the show. These services include material handling services; overhead rigging; electrical distribution and cleaning.

Experiential Marketing Services

Experiential Marketing Services specializes worldwide in providing face-to-face marketing services by combining the core services of custom exhibit design, construction and marketing expertise with its ability to provide complete event program management for clients. Experiential Marketing Services has 28 client care centers in the U.S., the United Kingdom, Germany and Canada, and further services its clients internationally through partners in various other countries.

Experiential Marketing Services' clients are primarily major domestic and international corporations. A majority of its corporate clients are from the healthcare, consumer/entertainment, aerospace, computer services and electronics, and manufacturing industries.

Exhibition and event services include custom exhibit design and construction; portable and 'modular' exhibits and design; integrated marketing, including pre- and post-event communications and customer relationship management; staff training; event surveys;

program management and planning; logistics management; maintenance and warehousing; in-house installation and dismantling; show services; online program management tools and multimedia services.

Branded entertainment and mobile marketing service offerings include various immersive, entertaining attractions and brand-based experiences, sponsored events, mobile marketing tours and other face-to-face marketing solutions for clients and venues, including shopping malls, movie studios, museums, consumer brands and casinos.

In addition, Experiential Marketing Services offers retail clients complete services, including design, engineering, graphic production, fabrication, warehousing, shipping, and on-site installation of retail

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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