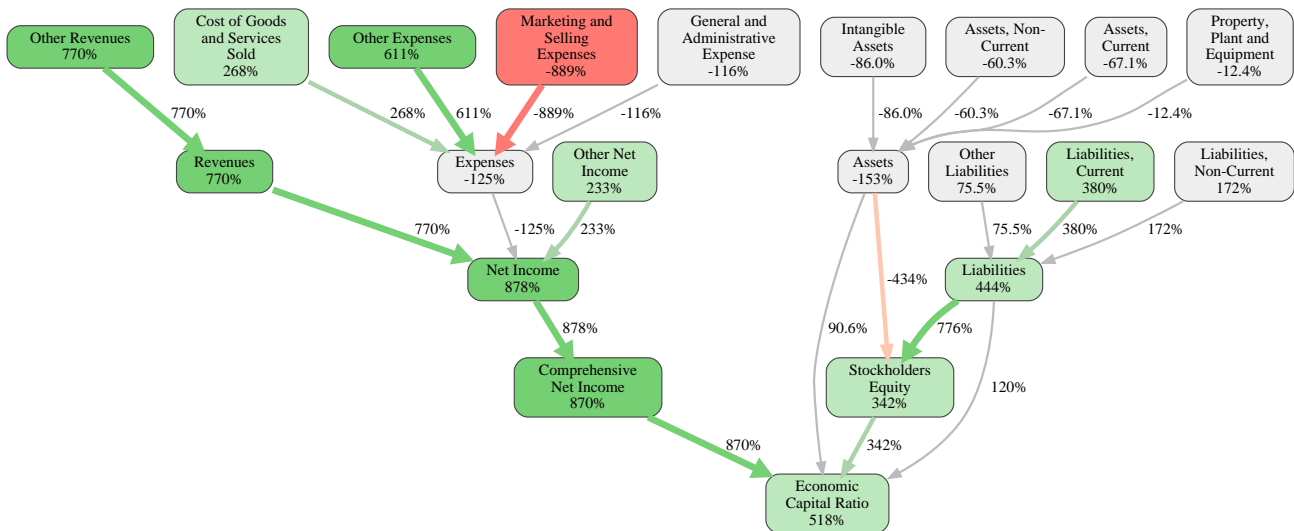




RealRate

# ADVERTISING 2019

TRAVELZOO  
Rank 8 of 28





The relative strengths and weaknesses of TRAVELZOO are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of TRAVELZOO compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 878% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 889% points.

The company's Economic Capital Ratio, given in the ranking table, is 206%, being 518% points above the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	33,166
Assets, Non-Current	0
Cost of Goods and Services Sold	12,268
General and Administrative Expense	23,304
Intangible Assets	0
Liabilities, Current	26,810
Liabilities, Non-Current	0
Marketing and Selling Expenses	58,519
Other Assets	6,468
Other Compr. Net Income	-617
Other Expenses	12,618
Other Liabilities	0
Other Net Income	48
Other Revenues	111,322
Property, Plant and Equipment	3,790

Output Variable	Value in 1000 USD
Assets	43,424
Liabilities	26,810
Expenses	106,709
Revenues	111,322
Stockholders Equity	16,614
Net Income	4,661
Comprehensive Net Income	4,044
Economic Capital Ratio	206%