





ADVERTISING 2013



TRAVELZOO Rank 2 of 23

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 Other Net Income, increasing the Economic Capital Ratio by 1,065% points. The greatest weakness of TRAVELZOO is the variable Other Revenues, reducing the Economic Capital Ratio by 529% points.

The company's Economic Capital Ratio, given in the ranking table, is 313%, being 884% points above the market average of -572%.

Input Variable	Value in 1000 USD
Assets, Current	86,320
Assets, Non-Current	1,710
Cost of Goods and Services Sold	0
General and Administrative Expense	38,692
Intangible Assets	0
Liabilities, Current	43,666
Liabilities, Non-Current	0
Marketing and Selling Expenses	68,242
Other Assets	5,489
Other Compr. Net Income	685
Other Expenses	10,600
Other Liabilities	0
Other Net Income	135,427
Other Revenues	305
Property, Plant and Equipment	4,314

Output Variable	Value in 1000 USD
Assets	97,833
Liabilities	43,666
Expenses	117,534
Revenues	305
Stockholders Equity	54,167
Net Income	18,198
Comprehensive Net Income	18,883
Economic Capital Ratio	313%