

**ADVERTISING 2015** 

TRAVELZOO Rank 6 of 33









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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 94% points. The greatest weakness of TRAVELZOO is the variable Other Revenues, reducing the Economic Capital Ratio by 70% points.

The company's Economic Capital Ratio, given in the ranking table, is 147%, being 66% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	77,363
Assets, Non-Current	1,460
Cost of Goods and Services Sold	0
General and Administrative Expense	43,470
Intangible Assets	0
Liabilities, Current	36,302
Liabilities, Non-Current	0
Marketing and Selling Expenses	67,233
Other Assets	2,643
Other Compr. Net Income	-2,467
Other Expenses	-2,744
Other Liabilities	0
Other Net Income	124,170
Other Revenues	141
Property, Plant and Equipment	9,022

Output Variable	Value in 1000 USD
Assets	90,488
Liabilities	36,302
Expenses	107,959
Revenues	141
Stockholders Equity	54,186
Net Income	16,352
Comprehensive Net Income	13,885
ECR before LimitedLiability	89%
Economic Capital Ratio	147%

