

RealRate

ADVERTISING 2016

TRAVELZOO Rank 7 of 29









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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 90% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 85% points.

The company's Economic Capital Ratio, given in the ranking table, is 124%, being 41% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	57,061
Assets, Non-Current	1,769
Cost of Goods and Services Sold	0
General and Administrative Expense	24,176
Intangible Assets	0
Liabilities, Current	41,015
Liabilities, Non-Current	0
Marketing and Selling Expenses	79,042
Other Assets	1,844
Other Compr. Net Income	-1,306
Other Expenses	7,568
Other Liabilities	0
Other Net Income	121,650
Other Revenues	0
Property, Plant and Equipment	7,905

Output Variable	Value in 1000 USD
Assets	68,579
Liabilities	41,015
Expenses	110,786
Revenues	0
Stockholders Equity	27,564
Net Income	10,864
Comprehensive Net Income	9,558
ECR before LimitedLiability	57%
Economic Capital Ratio	124%

