

ADVERTISING 2018

TRAVELZOO Rank 9 of 26









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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 Marketing and Selling Expenses, reducing the Economic Capital Ratio by 91% points.

The company's Economic Capital Ratio, given in the ranking table, is 113%, being 34% points above the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	37,239
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	22,558
Intangible Assets	0
Liabilities, Current	29,593
Liabilities, Non-Current	0
Marketing and Selling Expenses	57,288
Other Assets	3,512
Other Compr. Net Income	190
Other Expenses	12,350
Other Liabilities	0
Other Net Income	95,726
Other Revenues	0
Property, Plant and Equipment	4,921

Output Variable	Value in 1000 USD
Assets	45,672
Liabilities	29,593
Expenses	92,196
Revenues	0
Stockholders Equity	16,079
Net Income	3,530
Comprehensive Net Income	3,720
ECR before LimitedLiability	43%
Economic Capital Ratio	113%

