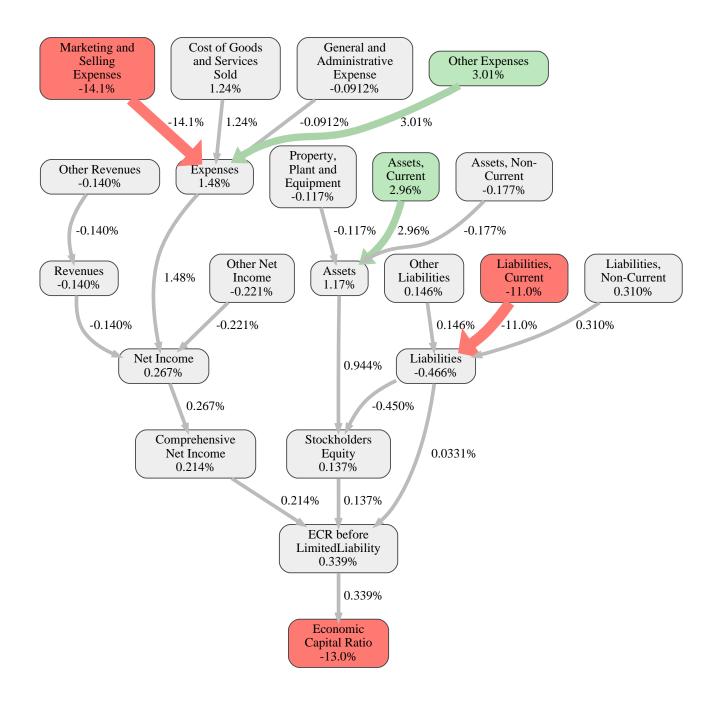


ADVERTISING 2021

TRAVELZOO Rank 16 of 29







ADVERTISING 2021

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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 Expenses, increasing the Economic Capital Ratio by 3.0% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 13% points below the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	70,044
Assets, Non-Current	0
Cost of Goods and Services Sold	10,563
General and Administrative Expense	20,494
Intangible Assets	24,019
Liabilities, Current	83,227
Liabilities, Non-Current	11,859
Marketing and Selling Expenses	30,616
Other Assets	6,990
Other Compr. Net Income	-607
Other Expenses	3,563
Other Liabilities	814
Other Net Income	-2,935
Other Revenues	53,601
Property, Plant and Equipment	1,347

Output Variable	Value in 1000 USD
Assets	102,400
Liabilities	95,900
Expenses	65,236
Revenues	53,601
Stockholders Equity	6,500
Net Income	-14,570
Comprehensive Net Income	-15,177
ECR before LimitedLiability	-10%
Economic Capital Ratio	74%

