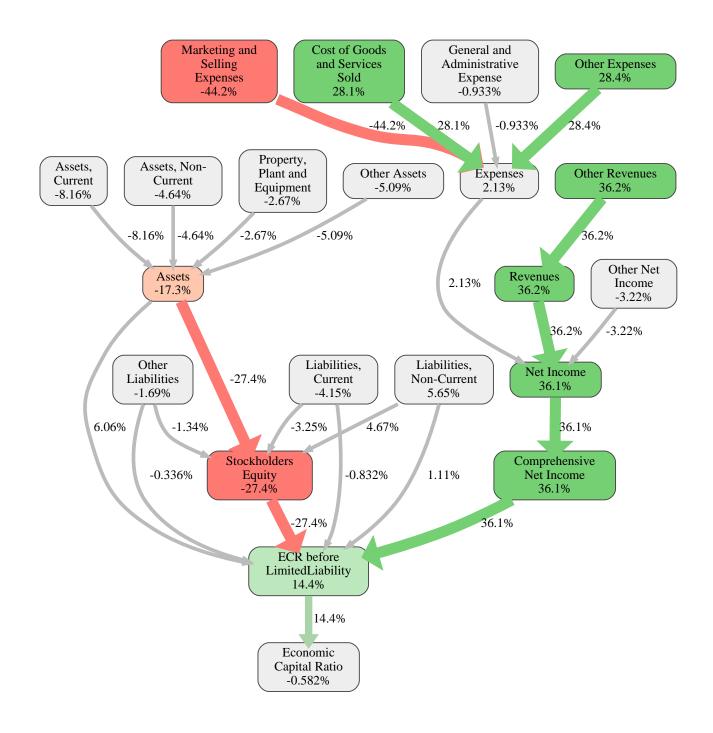


ADVERTISING 2024

TRAVELZOO Rank 12 of 24







ADVERTISING 2024

TRAVELZOO Rank 12 of 24



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 Revenues, increasing the Economic Capital Ratio by 36% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 44% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 0.58% points below the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	30,768
Assets, Non-Current	0
Cost of Goods and Services Sold	10,934
General and Administrative Expense	18,084
Intangible Assets	19,050
Liabilities, Current	34,190
Liabilities, Non-Current	7,628
Marketing and Selling Expenses	37,774
Other Assets	4,986
Other Compr. Net Income	298
Other Expenses	7,218
Other Liabilities	4,681
Other Net Income	2,001
Other Revenues	84,477
Property, Plant and Equipment	578

Output Variable	Value in 1000 USD
Assets	55,382
Liabilities	46,499
Expenses	74,010
Revenues	84,477
Stockholders Equity	8,883
Net Income	12,468
Comprehensive Net Income	12,766
ECR before LimitedLiability	39%
Economic Capital Ratio	109%

