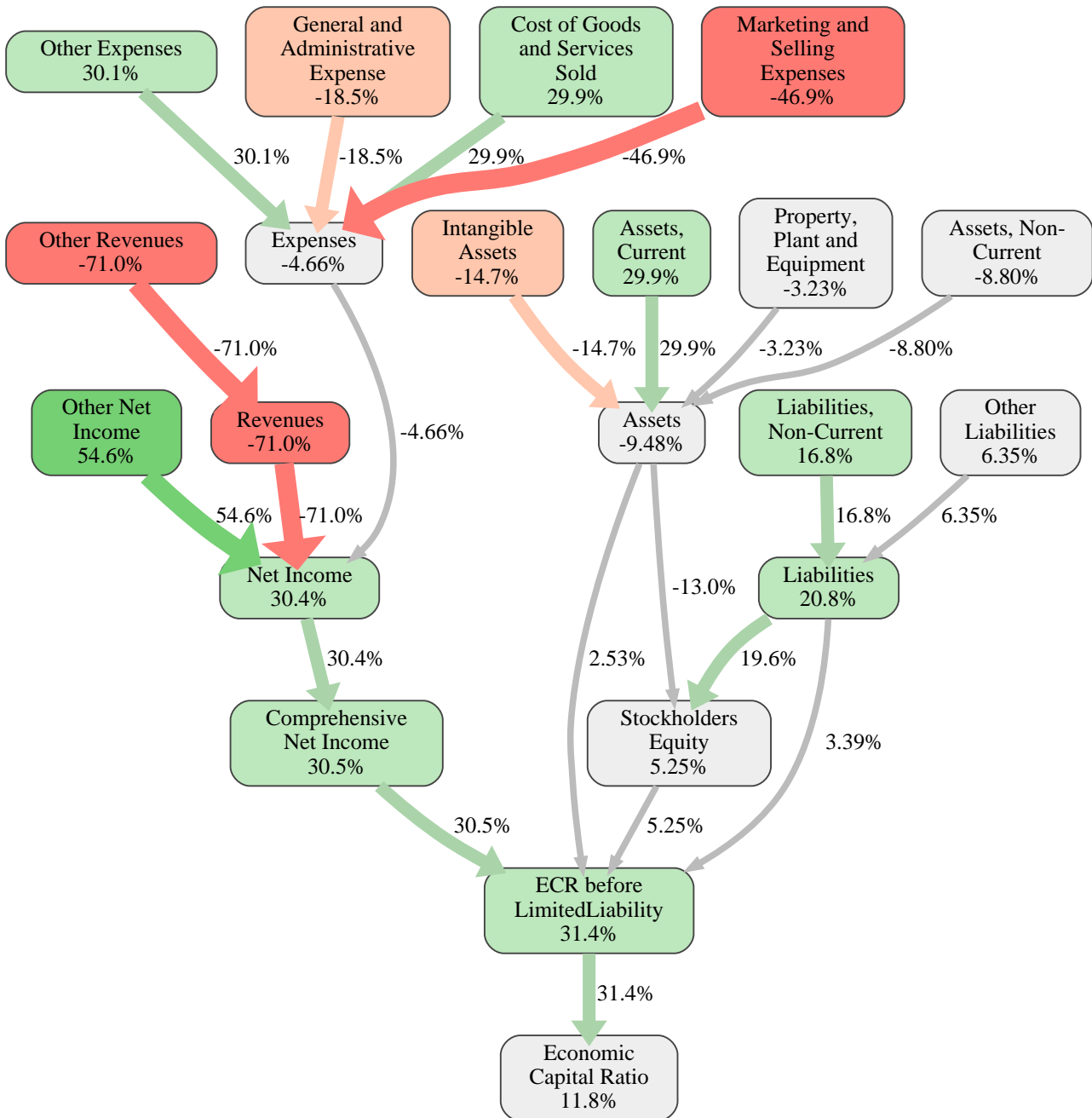




RealRate

# ADVERTISING 2014

TRAVELZOO  
Rank 12 of 25





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 55% points. The greatest weakness of TRAVELZOO is the variable Other Revenues, reducing the Economic Capital Ratio by 71% points.

The company's Economic Capital Ratio, given in the ranking table, is 104%, being 12% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	101,474
Assets, Non-Current	2,032
Cost of Goods and Services Sold	0
General and Administrative Expense	41,684
Intangible Assets	0
Liabilities, Current	70,562
Liabilities, Non-Current	0
Marketing and Selling Expenses	74,870
Other Assets	3,051
Other Compr. Net Income	207
Other Expenses	29,718
Other Liabilities	0
Other Net Income	140,832
Other Revenues	429
Property, Plant and Equipment	8,245

Output Variable	Value in 1000 USD
Assets	114,802
Liabilities	70,562
Expenses	146,272
Revenues	429
Stockholders Equity	44,240
Net Income	-5,011
Comprehensive Net Income	-4,804
BaseVar	236,552
ECR before LimitedLiability	32%
Economic Capital Ratio	104%