





ADVERTISING 2025

TRAVELZOO
Rank 7 of 18



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 Net Income, increasing the Economic Capital Ratio by 31% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 103%, being 11% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	31,773
Assets, Non-Current	0
Cost of Goods and Services Sold	10,469
General and Administrative Expense	18,058
Intangible Assets	18,097
Liabilities, Current	36,496
Liabilities, Non-Current	6,022
Marketing and Selling Expenses	34,470
Other Assets	4,429
Other Compr. Net Income	-720
Other Expenses	7,811
Other Liabilities	7,851
Other Net Income	588
Other Revenues	83,902
Property, Plant and Equipment	423

Output Variable	Value in 1000 USD
Assets	54,722
Liabilities	50,369
Expenses	70,808
Revenues	83,902
Stockholders Equity	4,353
Net Income	13,682
Comprehensive Net Income	12,962
BaseVar	130,554
ECR before LimitedLiability	31%
Economic Capital Ratio	103%