





# ADVERTISING 2023

TRAVELZOO  
Rank 14 of 28



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 19% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 34% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 0.27% points below the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	35,591
Assets, Non-Current	0
Cost of Goods and Services Sold	10,003
General and Administrative Expense	17,903
Intangible Assets	22,035
Liabilities, Current	47,534
Liabilities, Non-Current	10,889
Marketing and Selling Expenses	33,072
Other Assets	8,991
Other Compr. Net Income	-1,112
Other Expenses	5,334
Other Liabilities	0
Other Net Income	2,342
Other Revenues	70,599
Property, Plant and Equipment	657

Output Variable	Value in 1000 USD
Assets	67,274
Liabilities	58,423
Expenses	66,312
Revenues	70,599
Stockholders Equity	8,851
Net Income	6,629
Comprehensive Net Income	5,517
BaseVar	133,031
ECR before LimitedLiability	19%
Economic Capital Ratio	86%