

**ADVERTISING 2020** 











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TRAVELZOO Rank 6 of 29



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 717% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 614% points.

The company's Economic Capital Ratio, given in the ranking table, is 155%, being 804% points above the market average of -650%.

Input Variable	Value in 1000 USD
Assets, Current	36,110
Assets, Non-Current	0
Cost of Goods and Services Sold	11,889
General and Administrative Expense	22,824
Intangible Assets	8,886
Liabilities, Current	34,994
Liabilities, Non-Current	0
Marketing and Selling Expenses	60,350
Other Assets	6,560
Other Compr. Net Income	762
Other Expenses	11,679
Other Liabilities	0
Other Net Income	-515
Other Revenues	111,412
Property, Plant and Equipment	2,982

Output Variable	Value in 1000 USD
Assets	54,538
Liabilities	34,994
Expenses	106,742
Revenues	111,412
Stockholders Equity	19,544
Net Income	4,155
Comprehensive Net Income	4,917
Economic Capital Ratio	155%

