**Chain of Distribution**

**Component Industries**

Accommodation - Hilton Hotel

Transport – Airplane

Attraction- London Eye

Travel Agents- Thompson

Tour Operators- Thomas Cook

Tourist Boards –Visit England

Ancillary service – Travel Insurance

Trade associations – ABTA

Insurance

(Travel insurance)

Tour Operators

(Thomas Cook)

Online Retailers & hypermarkets

(Expedia and Thomson)

Leisure Traveller