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# Once in a Lifetime

In times of mass tourism, The Bucket List Facilitator offers the opposite travel experience: total individuality. Founder Patrick Enste talks about unique experiences, goals and wishes.



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**Mr. Enste, in 2012 you founded The Bucket List Facilitator, a company specializing in making people's exceptional wishes come true. How did you come up with the idea for your company?** I had been working in the high-end segment of the tourism industry for quite a while already – renting out villas and chartering yachts. I very much enjoyed the challenge of trying to fulfill unusual requests. For example, things like arranging a meeting with a president, flying two bottles of 1947 Dom Pérignon plus a person to look after them from Paris to South America (the vintage of the Champagne was the birth year of the lady who was going to receive it as a 65th birthday present from her husband) or organizing a visit to an emerald mine in the Colombian jungle. These are just a few of the requests I received, and they inspired the idea. I realized that there was a clientele out there genuinely looking for people who could turn their ideas and wishes into reality. Something no travel agent was offering.

**Had you had any unique experiences in the travel industry prior to this?** Between 2005 and 2012, I was in South America converting private villas into small boutique hotels and also managing them on behalf of the owners when they first opened. During that time I met five heads of state and a number of Hollywood greats. That probably wouldn't have happened to me back in Germany.

**What has been your most difficult mission to date?** I know of a car collector who is desperately looking for a 1931 Bugatti "Royale Kellner Coupé." Only six of these cars were ever built and they are either exhibited in museums or owned by other collectors. To this day, I have been unable to find one for sale that he could buy.

**Of all the requests you have received, which did you find the most touching?** A gentleman asked for his personal love story to be written up beautifully like a piece of literature. So we had a custom-made hardback with lovely illustrations produced in a printshop in the town where he had met his wife. I'm a romantic myself, so I thought this was a magnificent silver wedding anniversary gift.

**Who is your target audience and how much do you charge?** My clients are usually over 45, affluent and are retired professionals. There comes a time when people start looking back on their lives and realizing that despite their wealth, they have not fulfilled some of their dreams. My services are currently used mostly by North and Latin American clients, and I charge between five and fifteen percent of the cost of the job.

**How do you develop these special experiences for your clients?** I try to get to know them as best I can. Some are very shy, so you have to be very sensitive in your approach to finding out the necessary details. After all, it's all about someone else's dreams, not my own. Each client creates these "once in a lifetime" moments in their imagination. It could be anything from wanting to own a unique item to meeting a particular person or idol or arranging a trip. You don't just have to fulfill the wish itself, but also organize all the related extras: the right modes of transportation, the exceptional hotel room, that one special table in a particular restaurant, the photographer who will document the whole thing. Everything has to be just right. Normally, I rely on local guides in the various locations, but if the clients prefer, I am happy to accompany them myself.



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The world is full of fascinating destinations and things to experience, and **2** Patrick Enste knows how to turn your wishes into reality. In 2012, he founded The Bucket List Facilitator in Hamburg, a company that specializes in making a your unusual and discerning dreams come true. Among these are custom-made trips like **1** safaris, **3** trips to the Caribbean (to go diving with sharks, for instance), **4** rides in a hot air balloon at a festival in Cappadocia, **6** expeditions to the polar regions and **5** a special watch by Panerai, like the "Lo Scenziato" whose case is made of brushed titanium.



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