

# How the Bucket List Is Getting in the Way of Meaningful Adventure

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/EINPresswire.com/ -- [Jacada Travel](#), a leader in positive impact luxury travel, identifies a behavioral shift among high-net-worth individuals in how they approach their trips. Moving away from fragmented bucket-list checklists, travelers are now planning up to a decade of trips at one time.

Jacada's data from the past year confirms a strong trend of multi-trip planning among its client base. Notably, the high-end tour operator is seeing a compressed planning cycle of sequential trips over an extended period of time: 23% of existing clients are planning multiple itineraries at once.



Jacada Travel identifies a behavioral shift in luxury travel that moves away from fragmented bucket-list checklists

**\*MAPPING AN ENTIRE DECADE OF TRAVEL\***

“

Clients look for a partner who can plan twenty years of travel in one go. Our travel designers help them map out a long-term sequence of trips.”

*Alex Malcolm, Founder,  
Jacada Travel*

The bucket list in its truest form – a grocery list of sights to be simply ticked off – no longer holds interest. Travelers have grown weary of collecting coordinates. Instead, they are looking for a more intentional, paced approach that favors rich cultural experiences and lasting personal growth. "Checklist travel" has been replaced by a focus on building deeper connections rather than stamps in a passport.

**\*THE ARCHITECTURE OF A LIFE STORY\***

“Our clients are making high-stakes decisions all day long, and the last thing they want is for travel to feel like more work,” says Alex Malcolm, Founder of Jacada. “They’re looking for someone who just gets it – a partner who understands their life well enough to plan the next twenty years of travel in one go. Instead of starting from scratch every single time, our travel designers help them map out a long-term sequence of trips. They advise on the best destinations for multi-generational safaris, recommend optimal ages for children on such trips, and strategically sequence their adventures – knowing which African countries to combine to maximize wildlife sightings, when to schedule the once-in-a-lifetime expedition, and the best European routes to avoid the crowds. It turns travel from a series of competing plans into one lifelong story.”

#### \*MARKING LIFE'S QUIET MILESTONES\*

Moments of personal achievement extend far beyond the big zeros – and important highlights don’t always require a cake.

Jacada is seeing more and more trips fueled by life’s uncelebrated transitions: rediscovering identity after the last child leaves home, embarking on a first solo trip after a major life shift, or acknowledging a career change. These are life’s quiet milestones.

Jess Kay, Client Ambassador at Jacada Travel, says: “Our clients are asking for itineraries that mark myriad different moments shaping their lives. Working with the same clients over a number of years means we get to know them incredibly well. We’ve orchestrated many special touches over the years at Jacada, and we pride ourselves on our deep understanding of our clients’ passions and interests.”

For more information on lifetime journeys and much more from Jacada Travel, please call 1-646-



Jacada is seeing more and more trips fueled by life’s uncelebrated transitions. (Photo credit: Alicia Warner)



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