

Hafsa Gaher
Founder & CEO
Halal Travel Network



Election Address

As Founder and CEO of the Halal Travel Network (HTN) and a Fellow of the Institute of Travel & Tourism, I bring a commercially grounded perspective shaped by working across global markets and emerging segments. My work sits at the intersection of industry education, product development, and trade engagement. Through HTN, I support tourism businesses and destinations to better understand and serve halal-conscious travellers (a market projected to reach \$300 billion by 2030) while strengthening overall service standards and commercial readiness.

If elected to the ITT Board, my focus will be on practical growth. This includes supporting members to identify and develop opportunities in under-served markets, improving how businesses translate market insight into viable products, and strengthening connections between suppliers and the wider trade.

I am particularly interested in how ITT can continue to evolve as a network that reflects the realities of a global industry; one where traveller expectations are shifting, and where new markets require both cultural understanding and operational clarity. Alongside this, I bring experience in mentoring emerging professionals and working collaboratively across regions, ensuring different perspectives are represented and understood. I am standing for the Board to contribute a clear, practical approach to growth; one that supports members to adapt, compete, and build resilient businesses within a changing travel landscape.

Biography

Hafsa Gaher is Founder and CEO of the Halal Travel Network (HTN), a global B2B network connecting tourism professionals across more than 40 countries. Through HTN, she works with destinations, hotels, and tour operators to develop commercially viable offerings for halal-conscious travellers, with a focus on industry education, product development, and trade engagement.

Prior to HTN, Hafsa co-founded Archer & Gaher Adventures, a tour operator specialising in Africa and the Middle East. This background continues to inform her practical approach, combining on-the-ground product understanding with broader market strategy.

Her work centres on helping businesses translate demand into structured, deliverable experiences, from refining services and guest experience to positioning products effectively within the trade. She has worked with partners across Europe, Africa, the Middle East, and Asia, and regularly contributes to industry discussions through speaking engagements and training. Alongside her commercial work, Hafsa mentors women and early-stage professionals in tourism, supporting them to build sustainable careers and businesses within the sector.

Her contributions have been recognised through awards including Allyship Hero of the Year and Women Leader in Travel and Tourism of the Year at the Women in Travel CIC Awards 2025 and being shortlisted for the TTT Trailblazer of the Year Award. Hafsa brings a practical, global perspective to tourism development, grounded in both entrepreneurial experience and industry-wide collaboration.

Contact Details

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