

Hafsa Gaher
Founder and Director
Halal Travel Network



Election Address

As the Founder of the Halal Travel Network and a Fellow of the Institute of Travel & Tourism, I am dedicated to championing inclusive and progressive travel within our industry. I have built my career on the belief that travel should be accessible and welcoming to all, regardless of background, culture, or faith. This passion has driven me to bridge gaps in the market, helping destinations and businesses embrace Muslim-friendly practices and broader inclusion initiatives.

Since its inception, ITT has pushed the boundaries of travel and tourism and I am excited to have the opportunity to be a part of this. If elected to the ITT Board, I will leverage my expertise to further ITT's mission of raising professional standards and fostering a diverse, innovative travel sector. I plan to advocate for training and mentorship programmes that equip members to tap into emerging markets – such as the fast-growing halal tourism segment – in culturally respectful and commercially savvy ways. The halal tourism sector alone is projected to reach \$300 billion by 2030, representing a significant opportunity for ITT members to innovate and grow sustainably.

I bring with me a collaborative approach, informed by years of working with global partners and mentoring new talent. Together, we can ensure ITT continues to lead in promoting an inclusive, forward-thinking, and sustainable travel industry. I am looking forward to the prospect of serving and making a meaningful impact through ITT's platform.

Biography

Hafsa Gaher is a leading figure in travel and tourism, recognised for her expertise in halal tourism and inclusive travel. She is the Founder and Director of the Halal Travel Network (HTN), a platform connecting tourism professionals to make travel more inclusive and accessible for Muslim travellers. Hafsa also co-founded Archer & Gaher Adventures, an award-winning tour operator crafting sustainable, bespoke journeys across Africa, reflecting her continued commitment to community-based and responsible tourism.

Her work focuses on helping destinations and businesses adapt to better serve diverse markets. Through HTN, she provides guidance, training, and marketing support to integrate halal-friendly offerings, thereby opening new avenues for growth, cultural exchange, and higher service standards in the industry. Passionate about diversity and accessibility, Hafsa actively mentors women and underrepresented groups in the sector, and frequently shares insights at conferences and events to promote best practices in inclusive tourism.

Hafsa's leadership and innovative contributions have earned her significant industry recognition. She has been celebrated as an Inspirational Woman in Travel and is proud of her role as a Fellow of the Institute of Travel & Tourism (ITT). Her collaborative approach has highlighted how halal travel principles align with other niches like sustainable and wellness tourism, underlining the role of inclusive travel in driving economic growth and cultural exchange. These efforts closely align with ITT's mission to raise professional standards, encourage diversity, and drive sustainable growth in the travel sector.

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