



MEDIA RELEASE
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MITEZ to Drive New Chapter for the Overlanders Way Tourism Route

The Mount Isa to Townsville Economic Development Zone Inc (MITEZ) has formally taken on the coordination of the Overlanders Way Group, marking a renewed focus on promoting tourism, storytelling and regional collaboration along one of Queensland’s most iconic touring routes.

Spanning from Townsville to Tennant Creek, the Overlanders Way connects communities across the MITEZ corridor, showcasing the unique landscapes, experiences and people that define North and North West Queensland.

MITEZ Chief Executive Officer Maria James said the transition presents a valuable opportunity to reinvigorate the route’s identity and strengthen tourism outcomes across the region.

“The Overlanders Way is more than a drive — it’s a journey through welcoming communities, rich history and authentic outback experiences. Taking on this role allows MITEZ to support our communities by amplifying their stories and connecting travellers to the corridor.”

As part of this transition, Cr Janene Fegan, Mayor of McKinlay Shire Council, has been appointed Chair of the Overlanders Way Group. Cr Fegan also represents MITEZ on the Outback Queensland Tourism Association, bringing strong regional insight and leadership to the role.

“This route is about connection — to our communities, our stories and the spirit of the outback,” Cr Fegan said. “Through collaboration and storytelling, we can strengthen visitation and support local businesses right along the corridor.”

MITEZ is now working to relaunch the Overlanders Way digital presence, including a new Facebook page, after being unable to access the previous platform.

The organisation is calling on communities, businesses and travellers to get behind the initiative and help rebuild the online presence.

“We’d love to see people right across the corridor head over, follow the new page and be part of sharing the stories that make this journey so special,” Ms James said.

MITEZ is a regional economic development organisation representing local governments, industry and communities from Mount Isa to Townsville. The organisation works to drive investment, advocacy and strategic outcomes across the corridor, with tourism playing a key role in supporting regional growth and diversification.

The Overlanders Way initiative aligns with MITEZ’s broader focus on regional resilience, collaboration and activation, connecting tourism with industry, agriculture and community development.

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