

MEDIA RELEASE

FOR IMMEDIATE RELEASE
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Google Celebrates Big Mango's 21st Birthday

The team at Bowen Tourism and Business were very excited this morning to see the Google logo depicting the Big Mango, on the occasion of this icon's 21st birthday

The Big Mango turns 21 today, Thursday May 25, and this is being celebrated by today's "Google Doodle".

A Google Doodle is a temporary alteration of the logo on Google's home page to commemorate events, holidays, achievements and notable historical figures.

The Big Mango is a ten metre structure located on the Bruce Highway, 5km south of Bowen, at the top of the Whitsundays in north Queensland.

Manager of Bowen Tourism and Business, Leanne Abernethy was overjoyed that Google Australia had chosen Bowen's iconic tourist attraction and to celebrate local produce in the region.

"We believe it's the world's largest mango structure. It's great to see the community getting involved but to have Google jump on board has taken this celebration to a new level.

"To have such an influential company choose Bowen's Big Mango is awesome news," she said.

"We really appreciate the publicity this will create, ensuring even more people know about our famous big thing which leads to more awareness about Bowen and the greater Whitsunday region."

The Big Mango symbolises the Kensington Pride variety of mango, which is also known as the 'Bowen Special' and is lush in colour.

Bowen is the birthplace of the Kensington Pride in Australia, after being introduced from India in 1871.

An estimated 1.5 million people have had their photo taken at the internationally-renowned Big Mango at Bowen which is made of fibreglass and weighs a whopping five tonnes.

It attracts an estimated 80,000 people a year with more than half of those calling in to the Bowen Visitor Information Centre next door.

Federal Member for Dawson, Andrew Willcox is a life-long Bowen local who was excited that Bowen's Big Mango was gaining attention right around the globe.

"I've always loved our slice of paradise, and it's incredible to see a fun, quirky rendition showcased on Google's homepage today for all to see!" he said.

"Bowen is the salad-bowl of the country, and our Bowen mangoes are something we're very proud of.

"We've got award-winning beaches, absolutely beautiful waterways, and a perfect tropical climate.

"If you're passing through Bowen, it's a right of passage to grab a happy snap with our Bowen Mango," he said.

Ms Abernethy said the Big Mango represented something truly special for Bowen locals.

“While it’s an object in reality, this icon is an internationally-renowned symbol of our town and our region.

“We’re a proud coastal town of many farming families who value the opportunity to share our pride with as many visitors as possible – and the Big Mango plays a huge role in attracting these visitors from all over the world.”

Google Australia’s Search Communications Manager, Camilla Ibrahim, said Google is excited to be “Bowen down” to the Big Mango with today’s Doodle.

“Australia’s love for mangoes is palpable, so we are delighted to celebrate the Big Mango in today’s Google Doodle. As Aussies see this artwork on Search today, we hope it’s a reminder not just that Bowen’s Big Mango itself is ripe for a visit, but of Australia’s wonderful local produce, regional travel destinations – and quite simply, the sheer magnificence of mangoes.” said Ms Ibrahim.

The Big Mango is available 24 hours a day, every day for selfies. The area is pet-friendly and includes an off-lead dog park and ample parking for vehicles of all sizes.

The Bowen Visitor Information Centre, next to the Big Mango, is open 9am-5pm weekdays and 10am-3pm on weekends. The Centre is operated by Bowen Tourism and Business – a not-for-profit organisation which works to showcase Bowen and its businesses and is supported by more than 220 members.

A beach-lover’s paradise with country town hospitality, Bowen is situated on a headland overlooking the Whitsunday Islands. It’s home to eight secluded beaches, world-famous lookouts, and visitors can snorkel the fringing reefs directly off the beaches of Bowen.

For more information about the town and the region, go to tourismbowen.com.au.

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Bowen Tourism and Business: Bowen Tourism and Business (BTB) is a not-for-profit organisation whose main role is to promote and showcase beautiful Bowen and its businesses. Bowen Tourism and Business operates two information outlets in Bowen - the fully accredited 'Big Mango' Information Centre on the Bruce Highway south of Bowen, and the 'Front Beach Booth' on Bowen's foreshore. BTB provide professional information and booking services, souvenir and local merchandise retail, destination marketing for our region and membership support. Bowen Tourism & Business is led by a board of elected committee members.

About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

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