

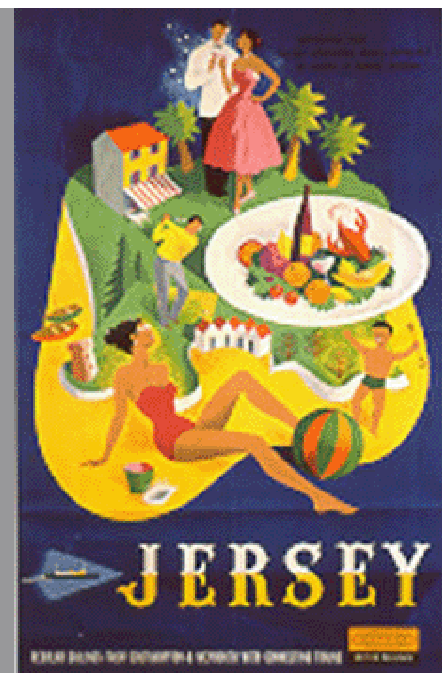
Tourism

In the 1950s and 1960s the tourism industry was the mainstay of the local economy, supported by Agriculture. At this time Jersey was known as the Honeymoon Island and promoted as an ideal location for Newly Weds. The Jersey Film Archive contains a series of films commissioned by the Tourism Committee from this period. They provide an ideal glimpse of Island life and the perceptions of Jersey during the 1950s and 1960s.

The Jersey Heritage Trust holds a large collection of records from the Tourism Department including calendars, advertising material and posters



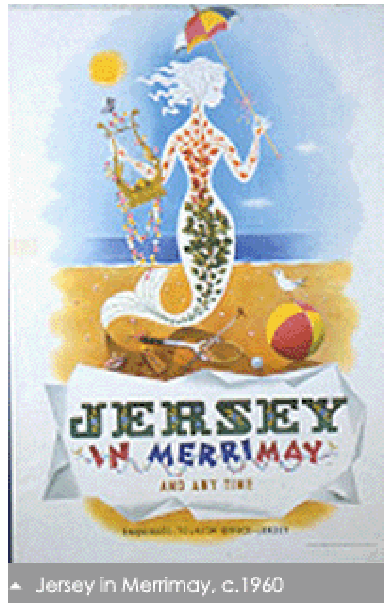
▲ Channel Islands for Health and Climate c.1930



▲ Travel poster, Jersey tourism. 1952

Visitors also came to Jersey in the 19th century. Charles Glasspool visited Jersey in 1878. His diary, which is available to view at the Jersey Archive, records his impressions of Jersey during his stay in August – the height of the season.

are rocks rising out of the sea and we have to be very careful in steering our ships. Jersey Harbour was a sight and jolly glad I was...'



'...I saw two young ladies apparently about the age of twenty coming along with their bathing dresses. Curiosity led me to watch them, though they did not seem at all bashful undress opposite me striped first one article of dress then another, then they put on their bathing dress tuck up their hair behind and put on a cap running along the sand till they reach the water, leaving their dresses behind. What a lark thought I to myself if somebody were to take them away, then after a good ducking which they seemed to enjoy they wiped themselves and dressed as usual and went away. Well this beats all I have ever seen. I wonder what our Ramsgate or Margate folks would think of the like. They say it is no uncommon thing for a man and his wife to undress on the beach and bathe.'

