



China Toolkit

Tools you need to understand and cater
for our growing Chinese visitor market

Zodiac and Fengshui

Proudly supported by Qualmark
- New Zealand tourism's official mark of quality



新西兰旅游产品
官方质量认证标识

Zodiac and Fengshui

Zodiac for Tourism Operators

Tourism operators can use the Chinese zodiac particularly well around Chinese new year (also called Spring Festival) which usually lands in February. You can use images of the animal of the year in your marketing material and as decorations around your operation, similarly to the way one might decorate for Christmas. It may also be a good idea to send a Spring festival card to Chinese customers, agents, etc.

It also may be a good idea to know the animal of your birth year, in case Chinese talk to you about this - they may mention that this is "their year" meaning that they were born in a year with the same animal as this year. You can impress them by knowing which animal year you are - there is a chart below.

The Chinese zodiac traditionally begins with the sign of the Rat. The following are the twelve zodiac signs in order.

1. 鼠 - Rat (also: Mouse)
2. 牛 - Ox (also: Cow)
3. 虎 - Tiger
4. 兔 - Rabbit
5. 龍 / 龙 - Dragon
6. 蛇 - Snake
7. 馬 / 马 - Horse
8. 羊 - Goat (also: Sheep, Ram)
9. 猴 - Monkey
10. 雞 / 鸡 - Rooster (also: Chicken, Cock)
11. 狗 / 犬 - Dog
12. 豬 / 猪 - Pig (also: Boar)

In Chinese astrology the animal signs assigned by year represent what others perceive you as being or how you present yourself. In addition to animals assigned by year there are also animal signs assigned by month, day and hours, but the Year Animals are the most well known.

Proudly supported by Qualmark - New Zealand tourism's official mark of quality

Qualmark wishes to support tourism businesses in delivering a great customer experience for Chinese visitors. Contact us today to find out how Qualmark can help your business reach more Chinese travellers.

Phone 0800 782 562

Email: enquiries@qualmark.co.nz



新西兰旅游产品
官方质量认证标识

Zodiac and Fengshui

Years

The following table shows the 60-year cycle (12 animals x 5 elements) matched up to the Western calendar for the years 1924–2043. For example, Jan 31, 2014 begins the year of the (wood) Horse.

Year 1924–1983	Element	Animal	Years 1984–2043
Feb 5, 1924 – Jan 23, 1925	Yang Wood	Rat	Feb 2, 1984 – Feb 19, 1985
Jan 24, 1925 – Feb 12, 1926	Yin Wood	Ox	Feb 20, 1985 – Feb 8, 1986
Feb 13, 1926 – Feb 1, 1927	Yang Fire	Tiger	Feb 9, 1986 – Jan 28, 1987
Feb 2, 1927 – Jan 22, 1928	Yin Fire	Rabbit	Jan 29, 1987 – Feb 16, 1988
Jan 23, 1928 – Feb 9, 1929	Yang Earth	Dragon	Feb 17, 1988 – Feb 5, 1989
Feb 10, 1929 – Jan 29, 1930	Yin Earth	Snake	Feb 6, 1989 – Jan 26, 1990
Jan 30, 1930 – Feb 16, 1931	Yang Metal	Horse	Jan 27, 1990 – Feb 14, 1991
Feb 17, 1931 – Feb 5, 1932	Yin Metal	Goat	Feb 15, 1991 – Feb 3, 1992
Feb 6, 1932 – Jan 25, 1933	Yang Water	Monkey	Feb 4, 1992 – Jan 22, 1993
Jan 26, 1933 – Feb 13, 1934	Yin Water	Rooster	Jan 23, 1993 – Feb 9, 1994
Feb 14, 1934 – Feb 3, 1935	Yang Wood	Dog	Feb 10, 1994 – Jan 30, 1995
Feb 4, 1935 – Jan 23, 1936	Yin Wood	Pig	Jan 31, 1995 – Feb 18, 1996
Jan 24, 1936 – Feb 10, 1937	Yang Fire	Rat	Feb 19, 1996 – Feb 6, 1997
Feb 11, 1937 – Jan 30, 1938	Yin Fire	Ox	Feb 7, 1997 – Jan 27, 1998
Jan 31, 1938 – Feb 18, 1939	Yang Earth	Tiger	Jan 28, 1998 – Feb 15, 1999
Feb 19, 1939 – Feb 7, 1940	Yin Earth	Rabbit	Feb 16, 1999 – Feb 4, 2000
Feb 8, 1940 – Jan 26, 1941	Yang Metal	Dragon	Feb 5, 2000 – Jan 23, 2001
Jan 27, 1941 – Feb 14, 1942	Yin Metal	Snake	Jan 24, 2001 – Feb 11, 2002
Feb 15, 1942 – Feb 4, 1943	Yang Water	Horse	Feb 12, 2002 – Jan 31, 2003
Feb 5, 1943 – Jan 24, 1944	Yin Water	Goat	Feb 1, 2003 – Jan 21, 2004
Jan 25, 1944 – Feb 12, 1945	Yang Wood	Monkey	Jan 22, 2004 – Feb 8, 2005
Feb 13, 1945 – Feb 1, 1946	Yin Wood	Rooster	Feb 9, 2005 – Jan 28, 2006
Feb 2, 1946 – Jan 21, 1947	Yang Fire	Dog	Jan 29, 2006 – Feb 17, 2007
Jan 22, 1947 – Feb 9, 1948	Yin Fire	Pig	Feb 18, 2007 – Feb 6, 2008
Feb 10, 1948 – Jan 28, 1949	Yang Earth	Rat	Feb 7, 2008 – Jan 25, 2009
Jan 29, 1949 – Feb 16, 1950	Yin Earth	Ox	Jan 26, 2009 – Feb 13, 2010
Feb 17, 1950 – Feb 5, 1951	Yang Metal	Tiger	Feb 14, 2010 – Feb 2, 2011
Feb 6, 1951 – Jan 26, 1952	Yin Metal	Rabbit	Feb 3, 2011 – Jan 22, 2012
Jan 27, 1952 – Feb 13, 1953	Yang Water	Dragon	Jan 23, 2012 – Feb 9, 2013
Feb 14, 1953 – Feb 2, 1954	Yin Water	Snake	Feb 10, 2013 – Jan 30, 2014
Feb 3, 1954 – Jan 23, 1955	Yang Wood	Horse	Jan 31, 2014 – Feb 18, 2015
Jan 24, 1955 – Feb 11, 1956	Yin Wood	Goat	Feb 19, 2015 – Feb 7, 2016
Feb 12, 1956 – Jan 30, 1957	Yang Fire	Monkey	Feb 8, 2016 – Jan 27, 2017
Jan 31, 1957 – Feb 17, 1958	Yin Fire	Rooster	Jan 28, 2017 – Feb 15, 2018
Feb 18, 1958 – Feb 7, 1959	Yang Earth	Dog	Feb 16, 2018 – Feb 4, 2019
Feb 8, 1959 – Jan 27, 1960	Yin Earth	Pig	Feb 5, 2019 – Jan 24, 2020
Jan 28, 1960 – Feb 14, 1961	Yang Metal	Rat	Jan 25, 2020 – Feb 11, 2021
Feb 15, 1961 – Feb 4, 1962	Yin Metal	Ox	Feb 12, 2021 – Jan 31, 2022
Feb 5, 1962 – Jan 24, 1963	Yang Water	Tiger	Feb 1, 2022 – Jan 21, 2023
Jan 25, 1963 – Feb 12, 1964	Yin Water	Rabbit	Jan 22, 2023 – Feb 9, 2024
Feb 13, 1964 – Feb 1, 1965	Yang Wood	Dragon	Feb 10, 2024 – Jan 28, 2025

Proudly supported by Qualmark - New Zealand tourism's official mark of quality

Qualmark wishes to support tourism businesses in delivering a great customer experience for Chinese visitors. Contact us today to find out how Qualmark can help your business reach more Chinese travellers.

Phone 0800 782 562

Email: enquiries@qualmark.co.nz



新西兰旅游产品
官方质量认证标识

Zodiac and Fengshui

Feb 2, 1965 – Jan 20, 1966	Yin Wood	Snake	Jan 29, 2025 – Feb 16, 2026
Jan 21, 1966 – Feb 8, 1967	Yang Fire	Horse	Feb 17, 2026 – Feb 5, 2027
Feb 9, 1967 – Jan 29, 1968	Yin Fire	Goat	Feb 6, 2027 – Jan 25, 2028
Jan 30, 1968 – Feb 16, 1969	Yang Earth	Monkey	Jan 26, 2028 – Feb 12, 2029
Feb 17, 1969 – Feb 5, 1970	Yin Earth	Rooster	Feb 13, 2029 – Feb 2, 2030
Feb 6, 1970 – Jan 26, 1971	Yang Metal	Dog	Feb 3, 2030 – Jan 22, 2031
Jan 27, 1971 – Feb 14, 1972	Yin Metal	Pig	Jan 23, 2031 – Feb 10, 2032
Feb 15, 1972 – Feb 2, 1973	Yang Water	Rat	Feb 11, 2032 – Jan 30, 2033
Feb 3, 1973 – Jan 22, 1974	Yin Water	Ox	Jan 31, 2033 – Feb 18, 2034
Jan 23, 1974 – Feb 10, 1975	Yang Wood	Tiger	Feb 19, 2034 – Feb 7, 2035
Feb 11, 1975 – Jan 30, 1976	Yin Wood	Rabbit	Feb 8, 2035 – Jan 27, 2036
Jan 31, 1976 – Feb 17, 1977	Yang Fire	Dragon	Jan 28, 2036 – Feb 14, 2037
Feb 18, 1977 – Feb 6, 1978	Yin Fire	Snake	Feb 15, 2037 – Feb 3, 2038
Feb 7, 1978 – Jan 27, 1979	Yang Earth	Horse	Feb 4, 2038 – Jan 23, 2039
Jan 28, 1979 – Feb 15, 1980	Yin Earth	Goat	Jan 24, 2039 – Feb 11, 2040
Feb 16, 1980 – Feb 4, 1981	Yang Metal	Monkey	Feb 12, 2040 – Jan 31, 2041
Feb 5, 1981 – Jan 24, 1982	Yin Metal	Rooster	Feb 1, 2041 – Jan 21, 2042
Jan 25, 1982 – Feb 12, 1983	Yang Water	Dog	Jan 22, 2042 – Feb 9, 2043
Feb 13, 1983 – Feb 1, 1984	Yin Water	Pig	Feb 10, 2043 – Jan 29, 2044

Fengshui tips for Tourism Operators:

The basics of Fengshui are around 'common sense' – clean, uncluttered spaces, fresh air, good flow (is it easy to get around the spaces), good light, healthy plants, and lack of physical hazards. The next level of fengshui looks more closely at directions, energy and balance of opposites and elements (see theory of 5 elements below). We're not going to go into great depth here, but include some relevant and easier to implement tips below.

1. Entrance should be warm and welcoming
2. Should not overlook a cemetery (One hotel situated next to a cemetery, had Chinese guests use the back entrance, and gave them rooms not facing the cemetery to avoid this problem)
3. Floors all at the same level help the flow of good energy.
4. Water features are best situated in North or North-east.
5. Bathrooms should be designed so that the toilet is less visible.
6. Beds should not be placed under exposed beams or slanting roofs.
7. Mirrors should not be placed to reflect the bed
8. Beds should not directly face the door of the room.
9. Muted, natural colours (with a dash of colour) are best in sleeping rooms.
10. There should be a solid wall behind reception desk/cashier and beds (no windows or chimneys, etc.)
11. Don't crowd spaces including signs, menus, etc.
12. No dead/dying plants/flowers.

Proudly supported by Qualmark - New Zealand tourism's official mark of quality

Qualmark wishes to support tourism businesses in delivering a great customer experience for Chinese visitors. Contact us today to find out how Qualmark can help your business reach more Chinese travellers.

Phone 0800 782 562

Email: enquiries@qualmark.co.nz



新西兰旅游产品
官方质量认证标识

Zodiac and Fengshui



Theory of the Five Elements

Element	Wood	Fire	Earth	Metal	Water
Colour	Green	Red	Yellow	White	Black/Dark Blue
Direction	East	South	Centre	West	North
Creature	Dragon	Phoenix	Unicorn	Tiger	Tortoise
Phase	New Yang	Full Yang	Yin/Yang balance	New Yin	Full Yin
Energy	Generative	Expansive	Stabilizing	Contracting	Conserving
Season	Spring	Summer	Change of seasons	Autumn	Winter
Climate	Windy	Hot	Damp	Dry	Cold
Development	Sprouting	Blooming	Ripening	Withering	Dormant

Proudly supported by Qualmark - New Zealand tourism's official mark of quality

Qualmark wishes to support tourism businesses in delivering a great customer experience for Chinese visitors. Contact us today to find out how Qualmark can help your business reach more Chinese travellers.

Phone 0800 782 562

Email: enquiries@qualmark.co.nz

Publication date: March 2014



新西兰旅游产品
官方质量认证标识