

Tātaki
Auckland
Unlimited



Tāmaki Makaurau Auckland Destination Overview

September 2025

A comprehensive and up-to-date overview of Auckland's visitor economy – from the latest arrival, accommodation, spend and events data.

Prepared November 2025
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Key Visitor Data



2.96^m

International Guest Nights
YE September 2025
+1.2% (to YE Sep 2024)



4.64^m

Domestic Guest Nights
YE September 2025
+7.3 (to YE Sep 2024)



7.60^m

Total Guest Nights
YE September 2025
+4.8% (to YE Sep 2024)




2.29^m

Total International Visitor
Arrivals
YE September 2025
+3.4% (to YE Sep 2024)



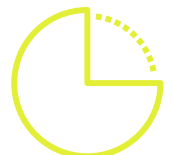
1.02^m

International Holiday Visitor
Arrivals
YE September 2025
+9.4% (to YE Sep 2024)



64.4%

Hotel Occupancy Rate
YE September 2025
-1.9% (to YE Sep 2024)



Key Visitor Data



INTERNATIONAL

- **Monthly international visitors (155.1k)** were up 5.5% compared to September 2024.
- **The year to September 2025** saw 2.29m international visitor arrivals, an increase of 3.4% on the previous year.
- **Australian visitors (66.8k)** were up 9.0% compared to last September. **The year to September 2025** saw 784.7k Australian visitor arrivals, up 9.1%.
- **Holiday visitors (1.02m)** contributed the most to annual visitor numbers and **increased 9.4%** on the previous year. **Monthly holiday numbers (66.9k)** were up 10.1% compared with the month of September 2024.
- **VFR visitors (792.2k)** were up 4.9% for the year, with monthly numbers (51.7k) up 6.2%.
- **210.6k international guest nights in commercial accommodation** for September (up 10.3%) and 2.96m international guest nights for the year (up 1.2%).

DOMESTIC

- The domestic visitor numbers are no longer available as the Ministry of Business, Innovation, and Employment (MBIE) has cancelled the Monthly Unique Regional Population Estimates (MURPEs) data until further notice.
- There were **377.6k domestic guest nights in commercial accommodation** for the month of September (up 8.4%) and **4.64m domestic guest nights for the year** (up 7.3%).
- At present, we cannot display current spend data from the Tourism Electronic Card Transactions (TECT) as the data set has been discontinued. MBIE is currently procuring a new data set to replace the TECT as a permanent measure of tourism spending. Reporting will commence as soon as this becomes available.

OVERALL

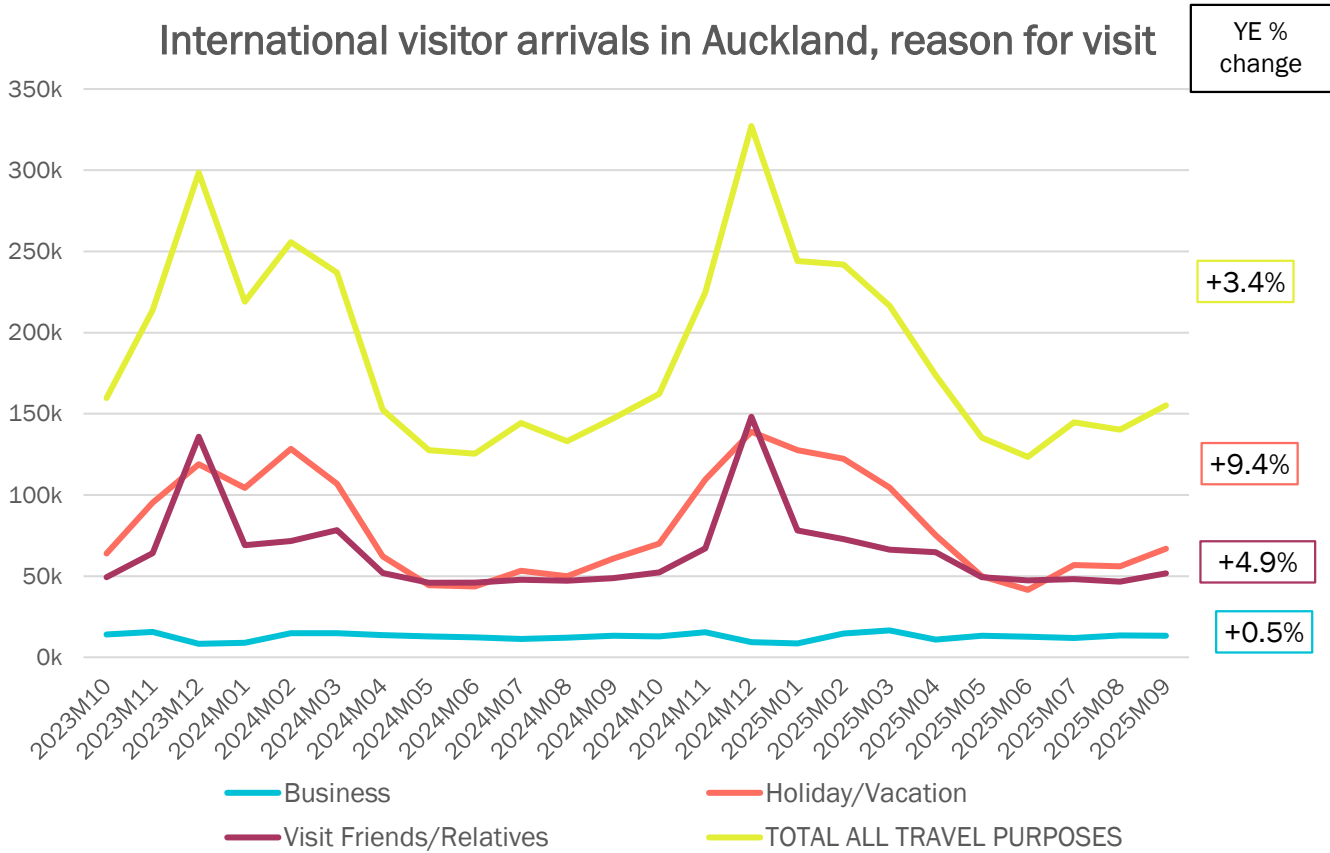
- There were **588.2k total guest nights in commercial accommodation in September** (up 9.1%) and **7.60m total guest nights for the year** (up 4.8%).
- **On average, visitors stayed in Auckland for 1.8 nights** in September 2025 (no change compared to 2024).
- **Average monthly hotel Occupancy** was 65.0% up 9.6%. The monthly **Average Daily Rate (ADR)** was \$197 (up 1.6%) and **RevPAR** was \$129 (up 12.3%).
- **Average Occupancy for the year** was 64.4% (down 1.9%), while **ADR** was \$208 (down 4.4%) and **RevPAR** was \$139 (down 4.8%).
- Percentage changes for **Occupancy, ADR and RevPAR** peaked on **Saturday 6th September 2025**. On this date, **The All Blacks** played South Africa at Eden Park.
- Percentage changes for hotel rates also increased on **Saturday 27th September** which was when the **All Blacks** played Australia at Eden Park
- Looking forward over the next three months, Occupancy rates are mostly higher compared to 2024.
- **Occupancy-on-the-books** peaked at 99% on **Wednesday 19th November 2025**, when **Metallica** performed at Eden Park for their M72 World Tour.



Auckland Tourism – Visitor Arrivals Data

2.29m International visitor arrivals for the year to September 2025, up 3.4%

- The month of September saw 155.1k international visitors, up 5.5% compared to September 2024.
- The year to September 2025 saw 2.29m international visitor arrivals, an increase of 3.4% on the previous year.
- Holiday visitors (1.02m) contributed the most to annual visitor numbers and increased 9.4% on the previous year. Monthly holiday numbers (66.9k) were up 10.1% compared with the month of September 2024.
- VFR visitors (792.2k) were up 4.9% for the year, with monthly numbers (51.7k) up 6.2%.
- There were 152.8k business visitors (up 0.5%) in the year to September 2025, and 13.3k for the month (up 0.9%).

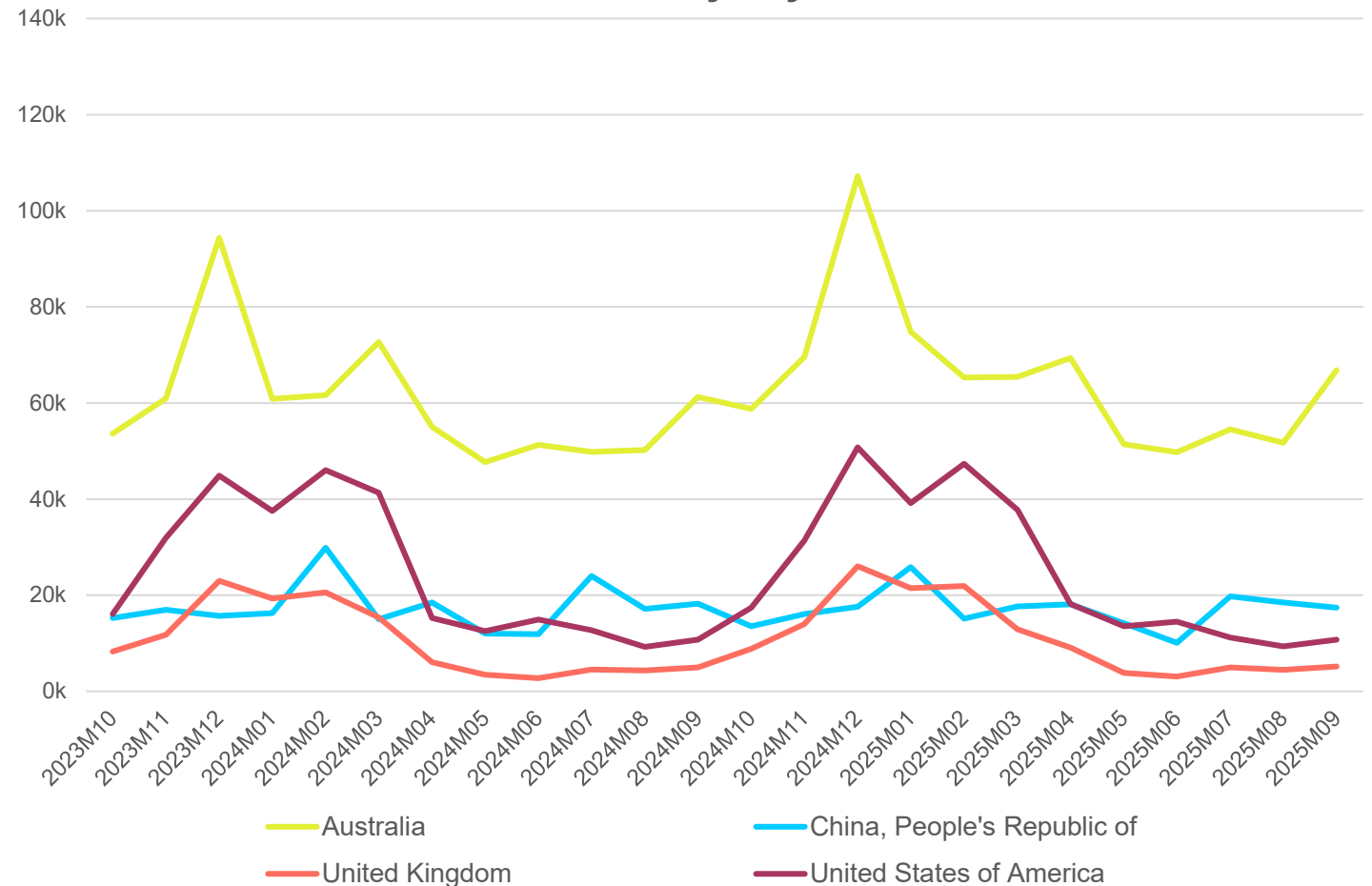


	Visitor arrivals	vs. previous year / YE
September 2025	155,133	5.5%
YE September 2025	2,288,806	3.4%

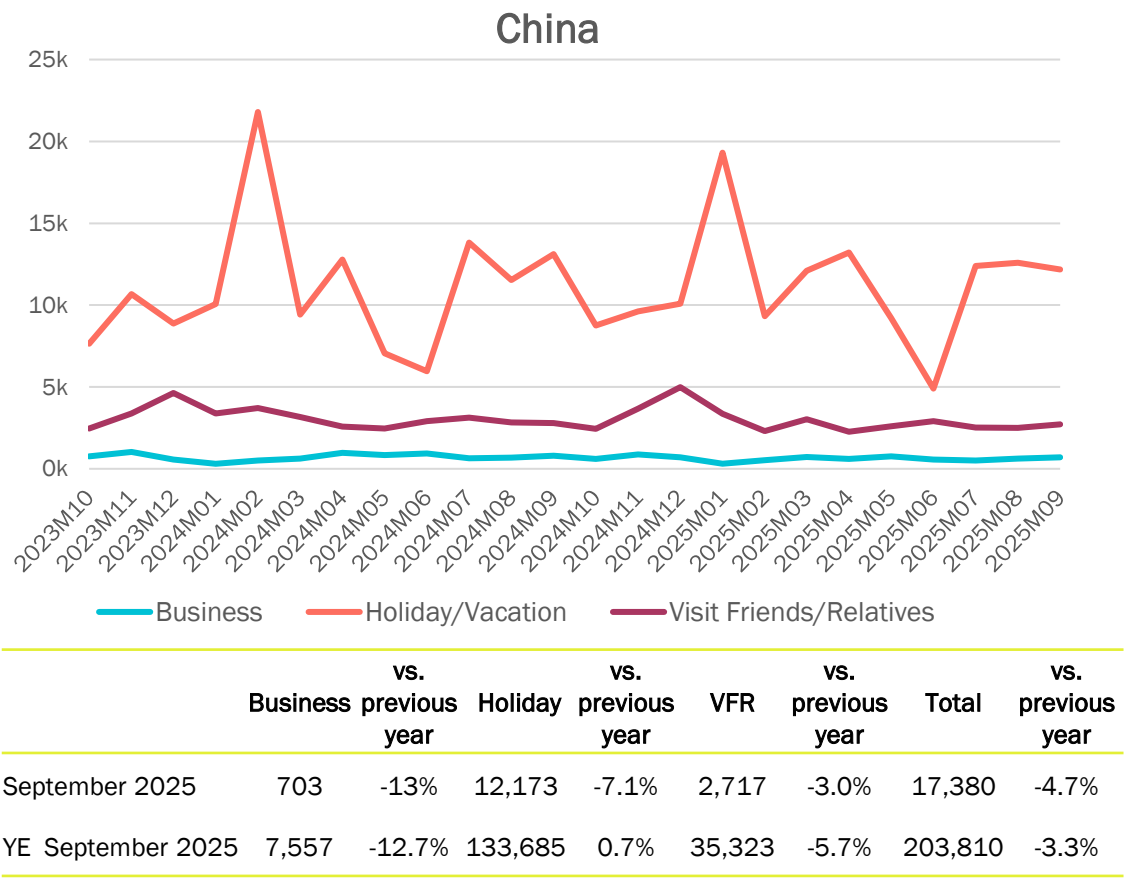
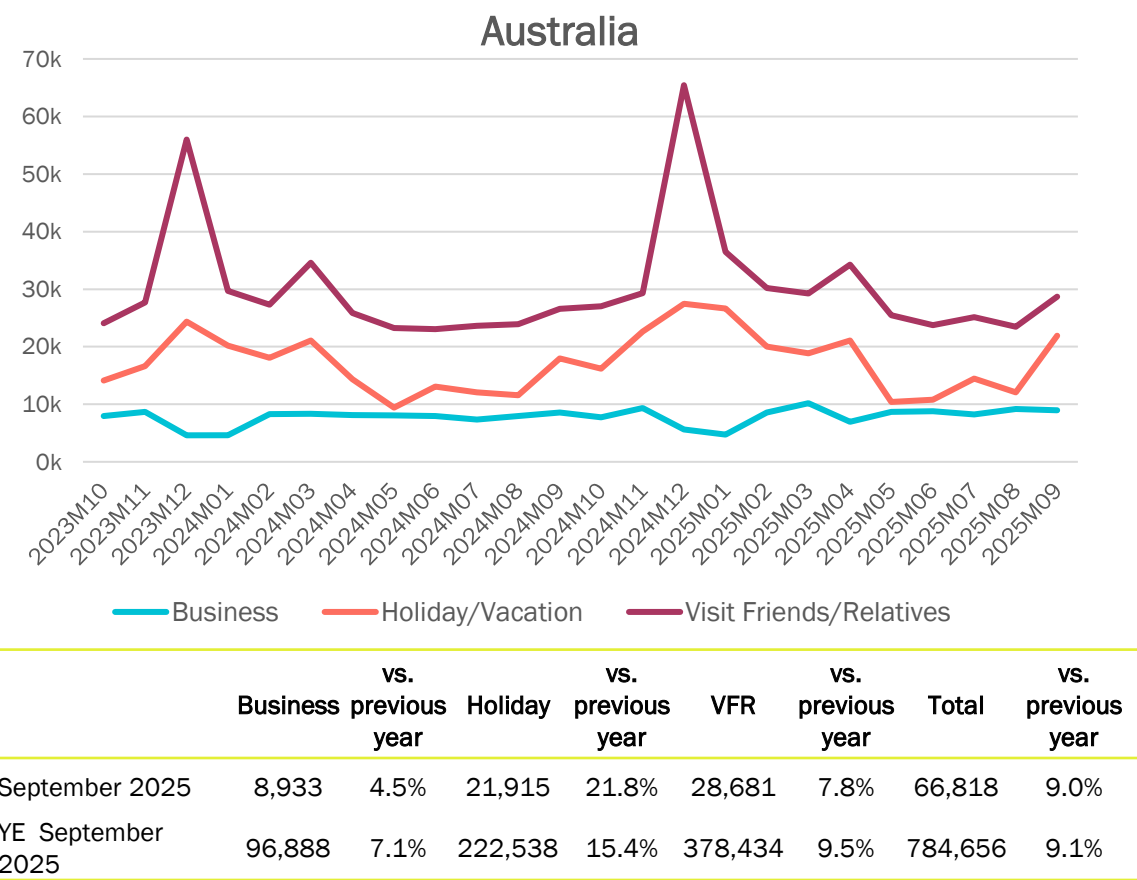
784.7 visitors from Australia for YE September 2025, up 9.1%

- Australian visitors (66.8k) were up 9.0% for the month compared to last September. The year to September 2025 saw 784.7k Australian visitor arrivals, up 9.1% compared to last year.
- The year to September 2025 saw 301.3k visitors from the US (up 2.8%), with 10.8k visitors for the month (up 0.1).
- Visitors from China (203.8k) were down for the year (3.3%), and down (4.7%) for the month of September (17.4k).
- For the year to September 2025, there were 135.7k visitor arrivals from the UK (up 9.2%) and 5.2k visitors for the month (up 4.0%).

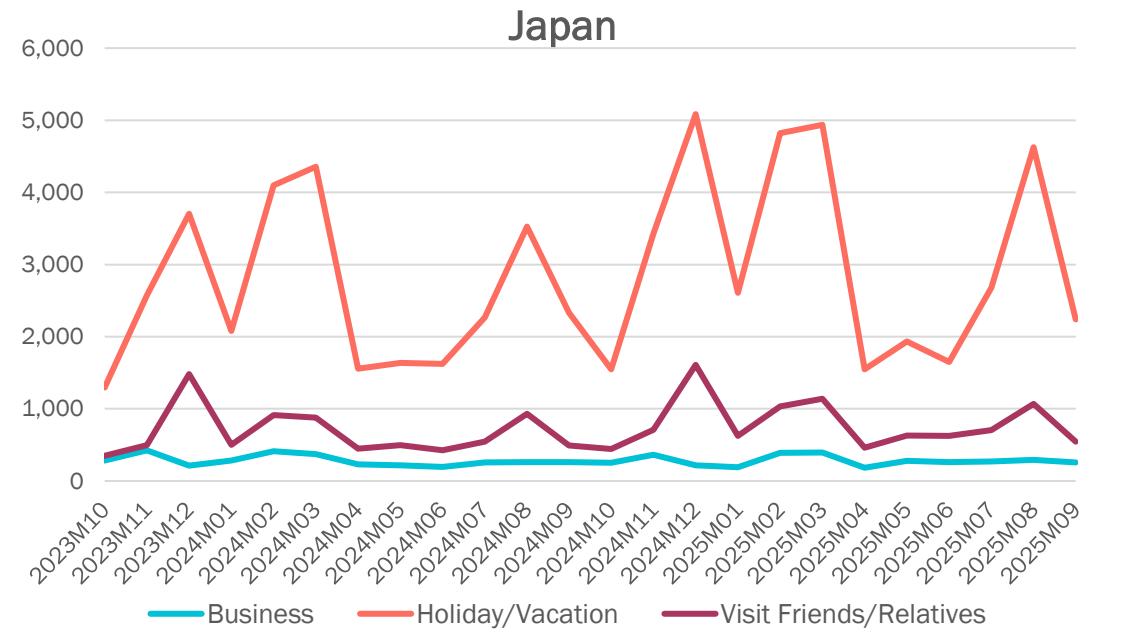
Visitor arrivals in Auckland by key international markets



24-month visitor arrivals from individual markets

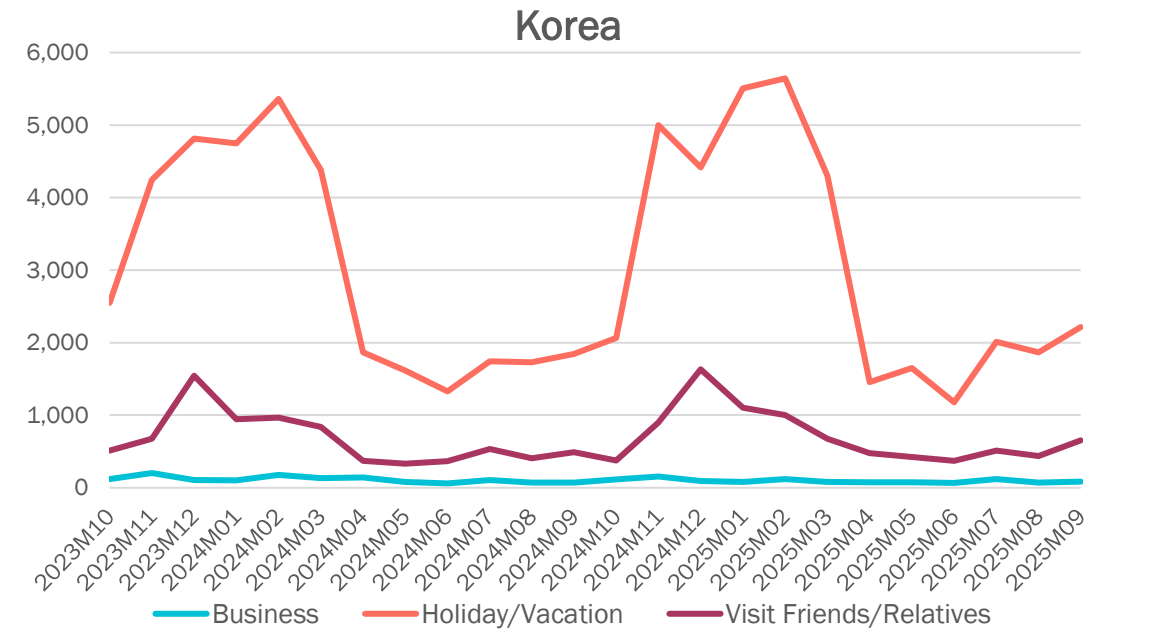


24-month visitor arrivals from individual markets



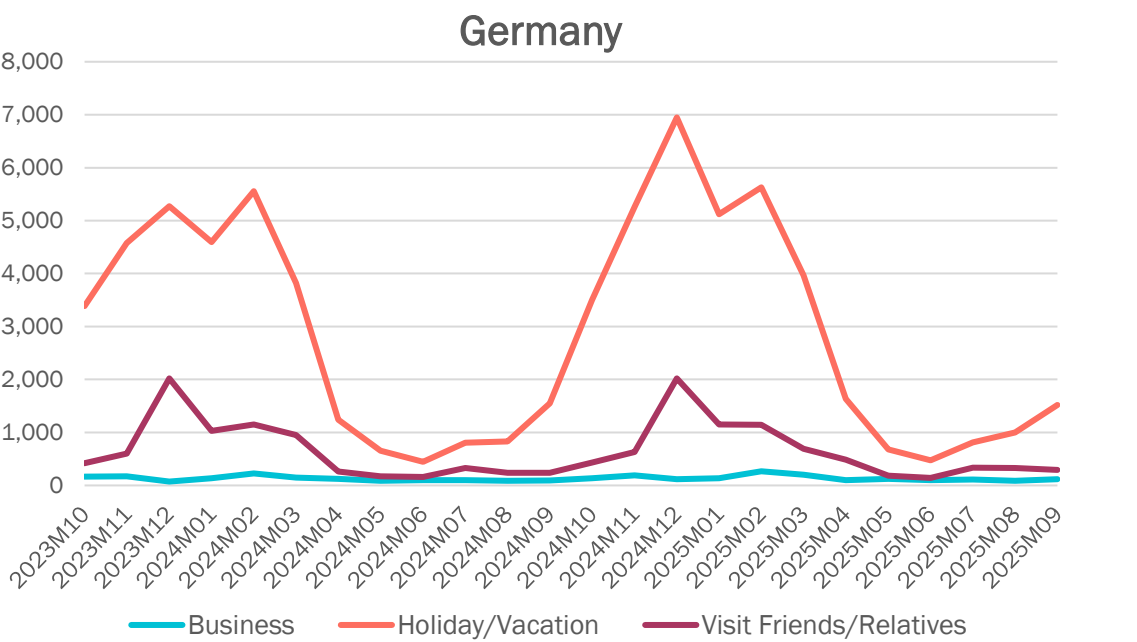
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	258	-1.1%	2,238	-4.1%	547	11.6%	3,722	-4.0%
YE September 2025	3,341	-2.1%	37,098	19.5%	9,593	20.7%	63,159	12.3%

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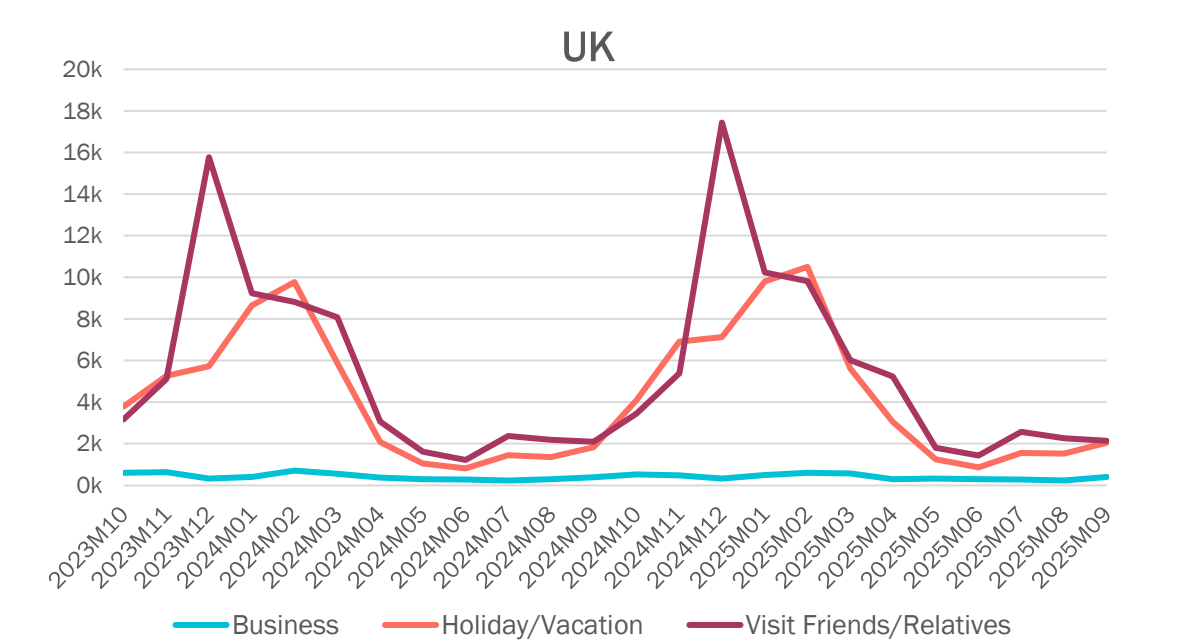
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	83	18.6%	2,214	20.1%	655	33.7%	3,236	22.2%
YE September 2025	1,145	-16.5%	37,304	3.0%	8,566	7.3%	52,673	1.9%

24-month visitor arrivals from individual markets



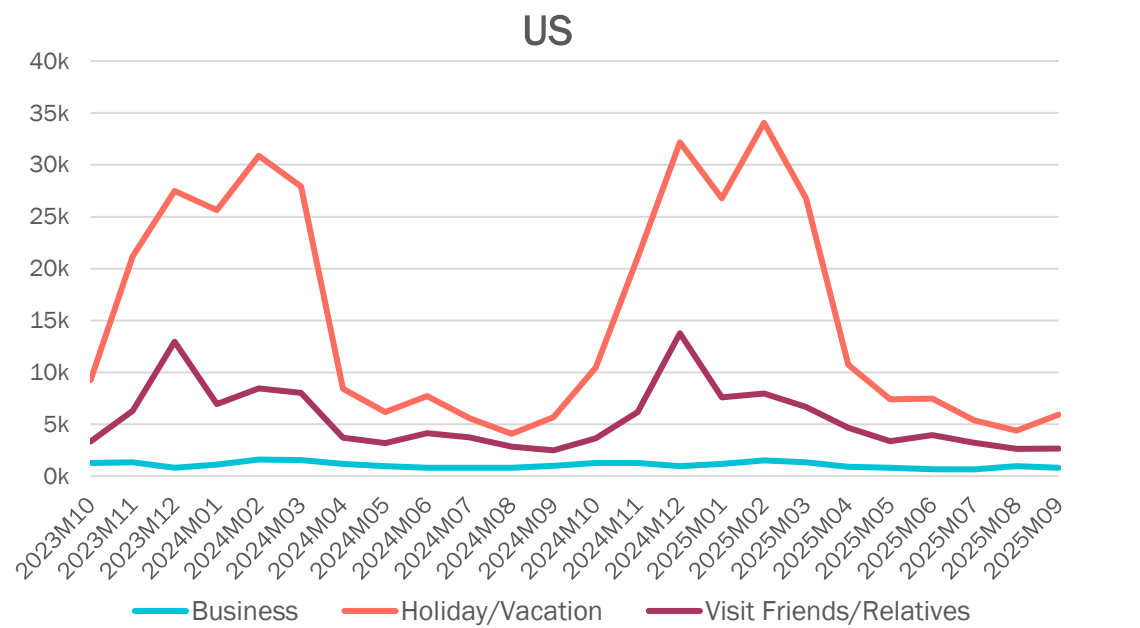
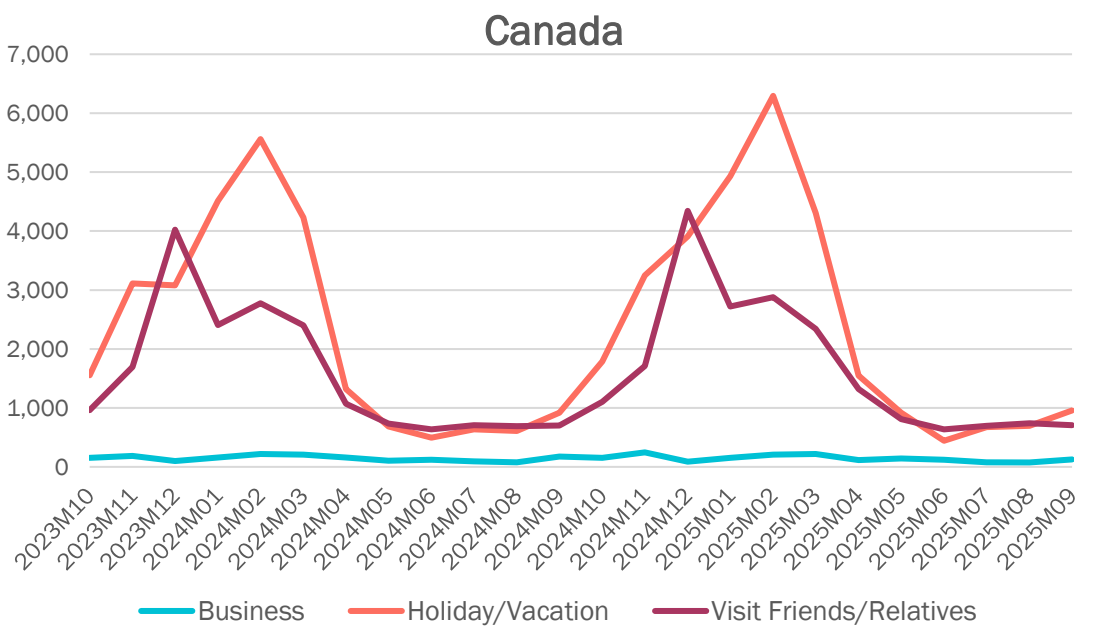
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	116	23.4%	1,520	-2.0%	292	23.2%	2,352	2.8%
YE September 2025	1,684	11.4%	36,543	11.6%	7,839	3.4%	51,122	8.8%

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	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	408	5.2%	2,048	11.5%	2,141	1.9%	5,178	4.0%
YE September 2025	4,890	-5.4%	54,358	14.0%	67,806	8.0%	135,697	9.2%

24-month visitor arrivals from individual markets



		vs. Business previous Holiday year		vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	124	-28.7%	955	3.7%	708	0.6%	2,028	-4.0%
YE September 2025	1,724	-2.3%	29,712	11.2%	20,007	6.4%	56,139	7.3%

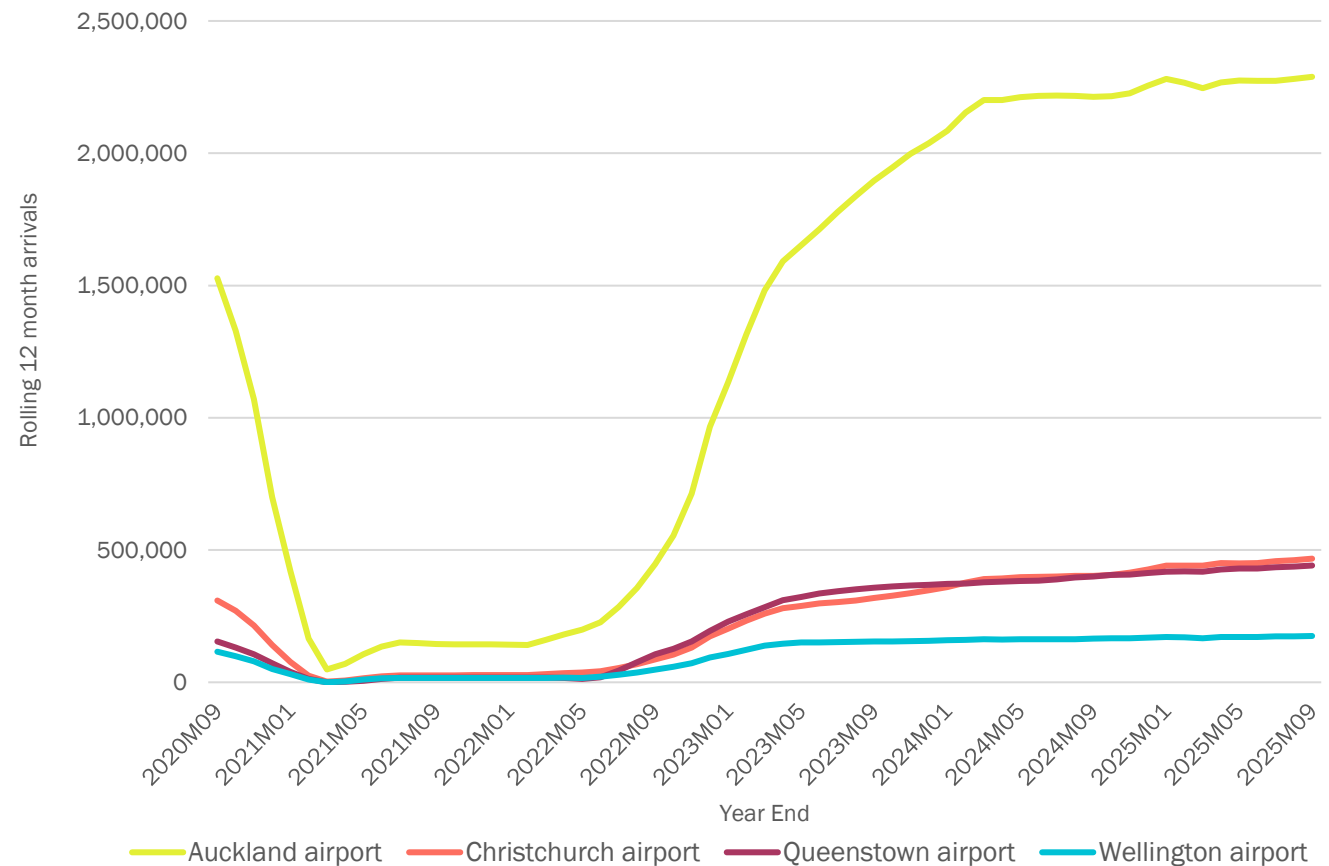
	Business	vs. previous year	Holiday	vs. previous year	VFR	vs. previous year	Total	vs. previous year
September 2025	795	-19.9%	5,919	4.5%	2,665	7.3%	10,765	0.1%
YE September 2025	12,284	-7.3%	192,552	7.0%	66,307	0.2%	301,296	2.8%

Auckland has seen a 3.4% increase in international visitor arrivals over the last year

- In the five years preceding the arrival of Covid in 2020, all major airports had seen steady increases in international visitor arrivals.
- The Covid-related travel bans had a clear effect on all ports with the greatest impact seen in Auckland reflecting the largest market share.
- Auckland has seen an 3.4% increase in international visitor arrivals over the last year.
- For the year ending September 2025, all other ports saw growth in international visitor arrivals in comparison to last year. Queenstown saw an increase of 10.4%, Christchurch was up 16.3% and Wellington was up 6.2% compared to last year.

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12 month rolling visitor arrivals





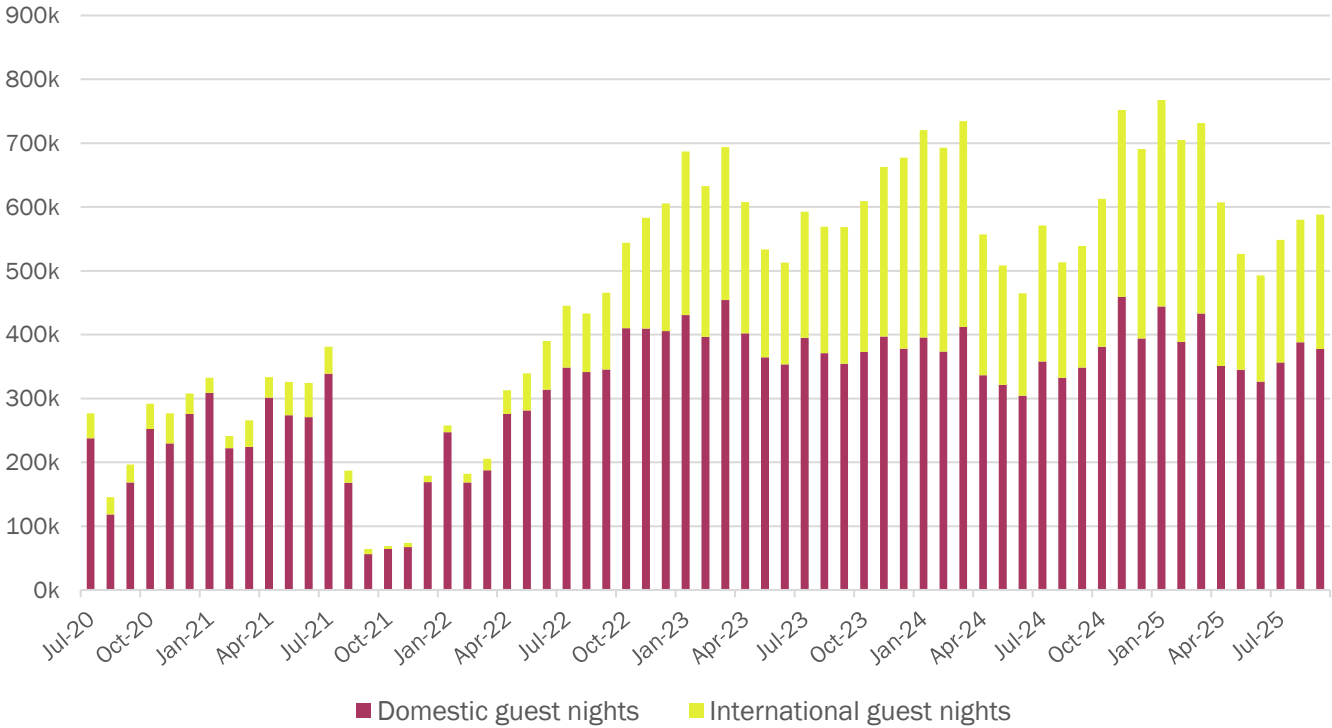
Auckland Tourism – Accommodation Data

588.2m total guest nights in commercial accommodation in YE September 2025, up 9.1%

- For the month of September 2025, there were **588.2k total guest nights** in commercial accommodation in Auckland, up **9.1%** on the same month last year.
- There were **377.6k domestic guest nights** in commercial accommodation (up **8.4%**), and **210.6k international guest nights** (up **10.3%**) in commercial accommodation in September 2025.
- The year to September 2025 saw **7.60m total guest nights** in Auckland (up **4.8%**) with **4.64m domestic guest nights** (up **7.3%**) and **2.96m international guest nights** (up **1.2%**).
- For New Zealand overall, there were 2.77m guest nights in commercial accommodation in September 2025, up 7.5% compared to September 2024.

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Guest nights in commercial accommodation - Auckland



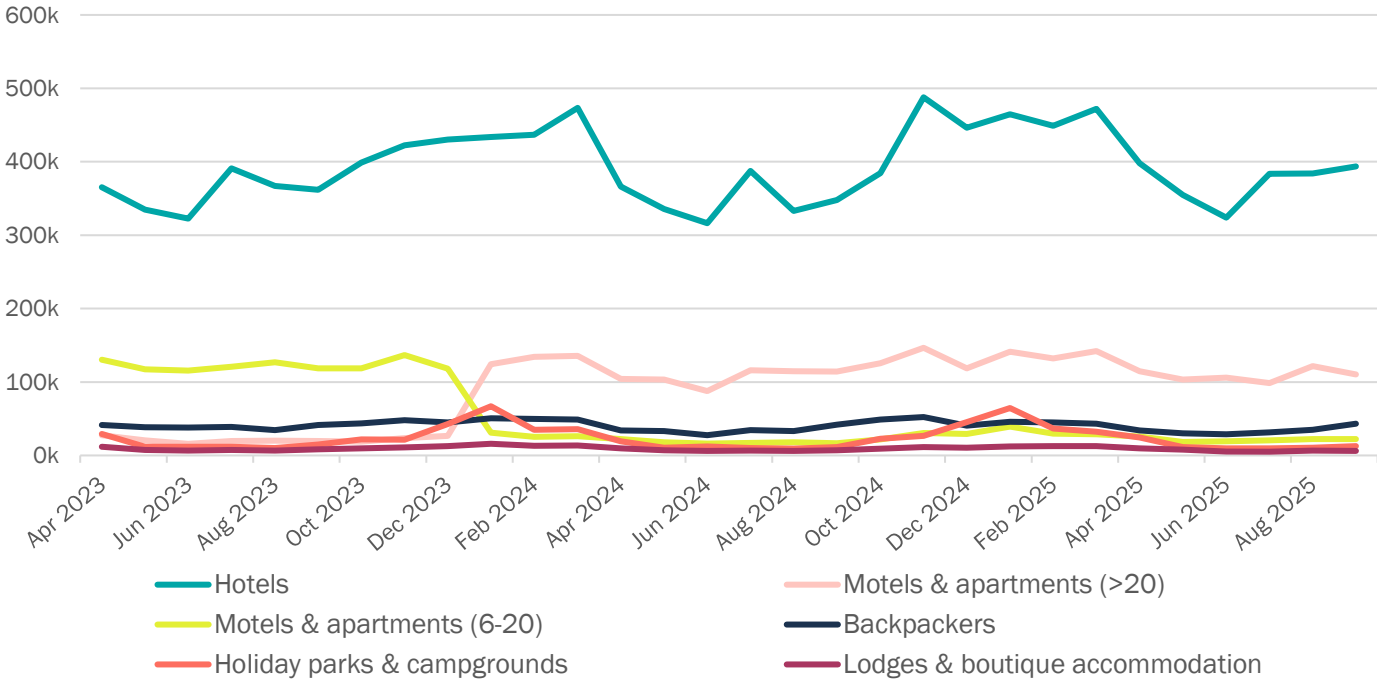
September 2025	Auckland	% change	New Zealand	% change
Total guest nights	588,200	9.1%	2,774,400	7.5%
Domestic guest nights	377,600	8.4%	1,906,300	5.5%
International guest nights	210,600	10.3%	600,000	12.4%

393.8k guest nights in hotels for the month of September 2025, up 13.2%

- For the month of September 2025, there were **393.8k guest nights in hotels**, up **13.2%** compared to last year.
- There were **110.2k guest nights in motels and apartments (>20)**, down **3.4%** on the previous year.
- Guest nights in motels and apartments (6-20) (22.3k)** were up (**32.7%**).
- Guest nights in backpacker accommodation increased** (up **2.4%** to **43.1k**) in September 2025.
- Guest nights in holiday parks and campgrounds (12.5k)** were up (**8.7%**) for the month.
- Guest nights in lodges and boutique accommodation were down** (**11.4%** to **6.2k**) for the month.

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Guest nights by accommodation type (monthly)



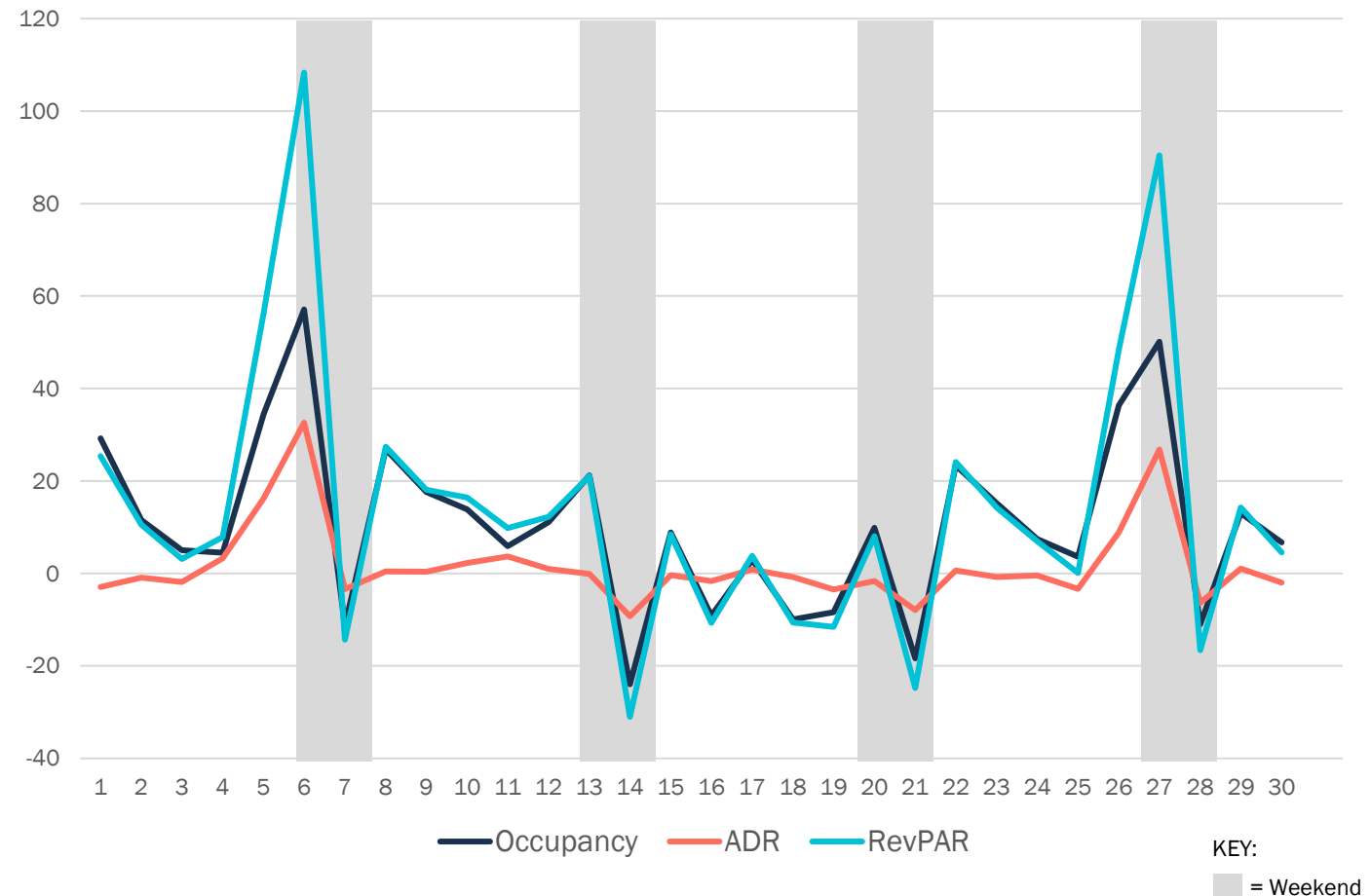
September 2025	Auckland	% change
Hotels	393,800	13.2%
Motels & apartments (>20)	110,200	-3.4%
Motels & apartments (6-20)	22,300	32.7%
Backpackers	43,100	2.4%
Holiday parks & campgrounds	12,500	8.7%
Lodges & boutique accommodation	6,200	-11.4%

Average Occupancy for September 2025 was 65.0%, up 9.6%

- For the month of September 2025, the **average Occupancy was 65.0%, 9.6% higher** compared to September 2024.
- The **Average Daily Rate (ADR) for the month was \$197, up 1.6%** on last year.
- Monthly Revenue per available room (RevPAR) for September was \$129, 12.3% higher** compared to last year.
- Percentage changes for **Occupancy, ADR and RevPAR peaked on Saturday 6th September 2025**. On this date, The All Blacks played South Africa at Eden Park.
- Percentage changes for hotel rates also increased on **Saturday 27th September** which was when the All Blacks played Australia at Eden Park.
- Average Occupancy for the year to September 2025 was **64.4% (down 1.9% compared to 2024)**, while ADR was **\$208 (down 4.4%)** and RevPAR was **\$139 (down 4.8%)**.

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Percent Changes for the Month of September

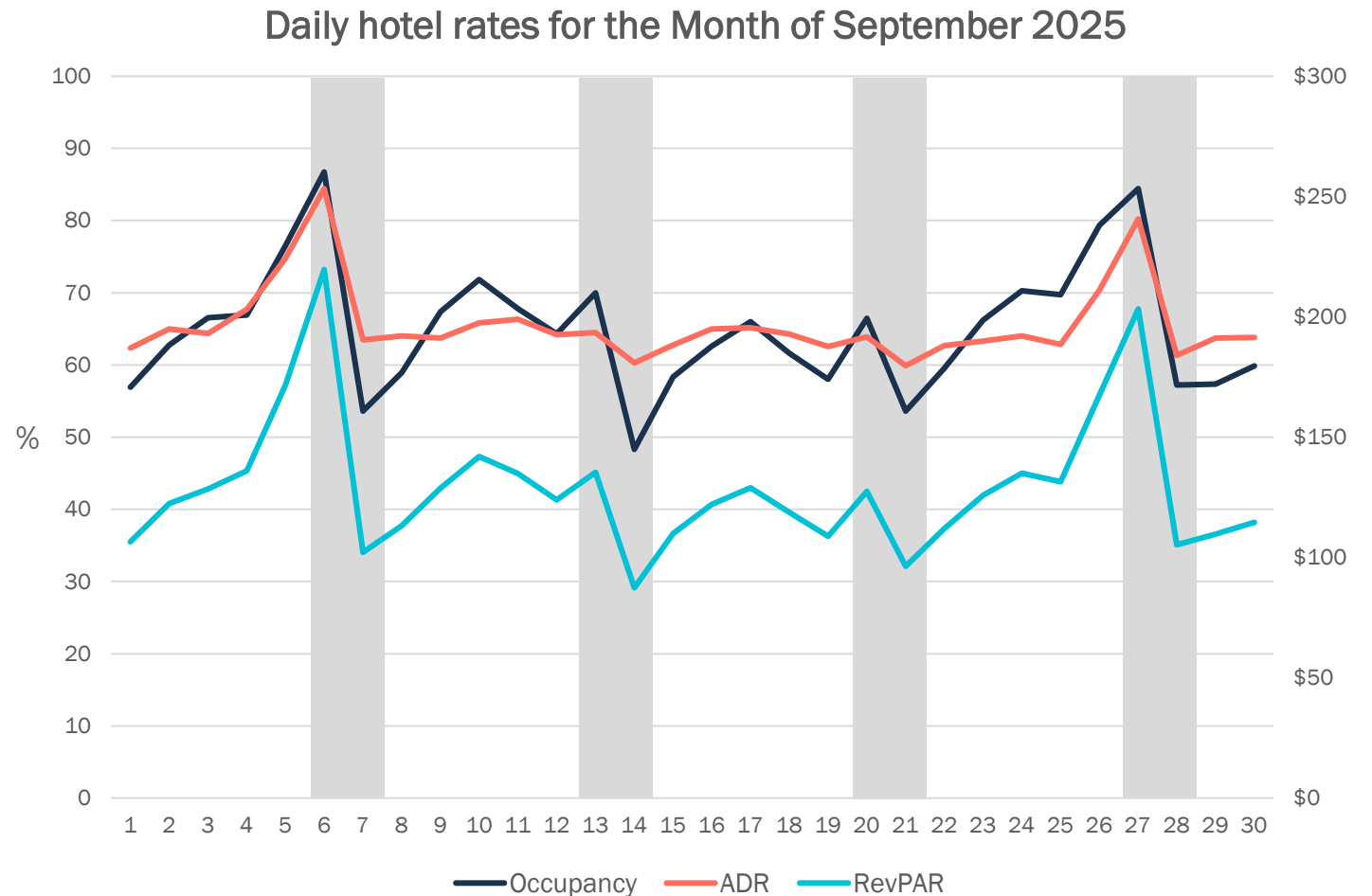


Occupancy peaked at 86.7% on Saturday 6th September 2025, up 57.1%

- The **Average Daily Rate (ADR)** for hotels in Auckland was the highest for the month at **\$253** on **Saturday 6th September** (up 32.6% on the previous year).
- **Hotel occupancy** reached **86.7%** on **Saturday 6th September 2025** (up 57.1% on the previous year).
- **Revenue per available room (RevPAR)** peaked to **\$220** also on **Saturday 6th September 2025** (up 108.3% in comparison to last year).
- On **Saturday 6th September 2025**, the All Blacks played South Africa at Eden Park.

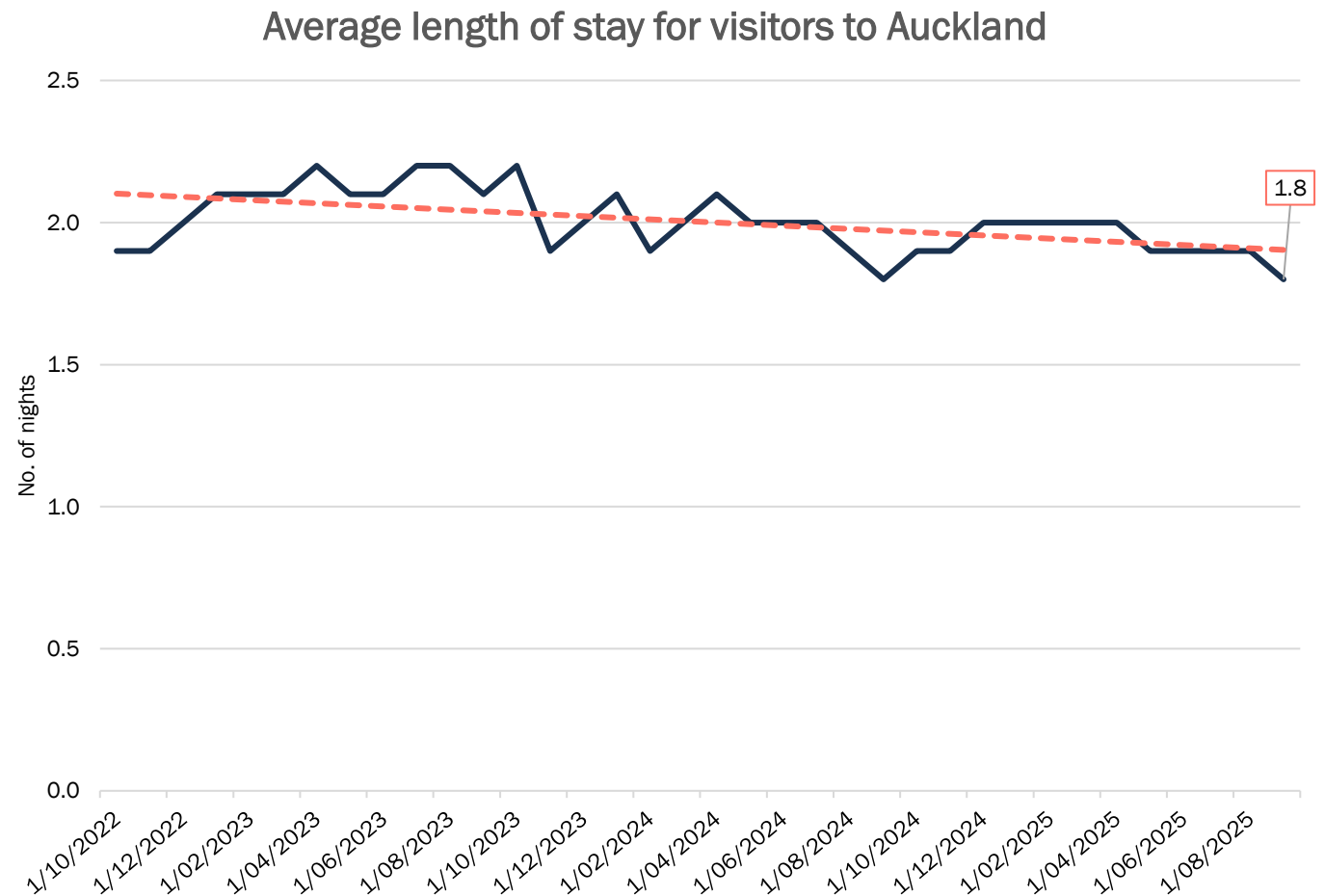
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Source: STR Global



On average, visitors stayed 1.8 nights in Auckland for the month of September 2025

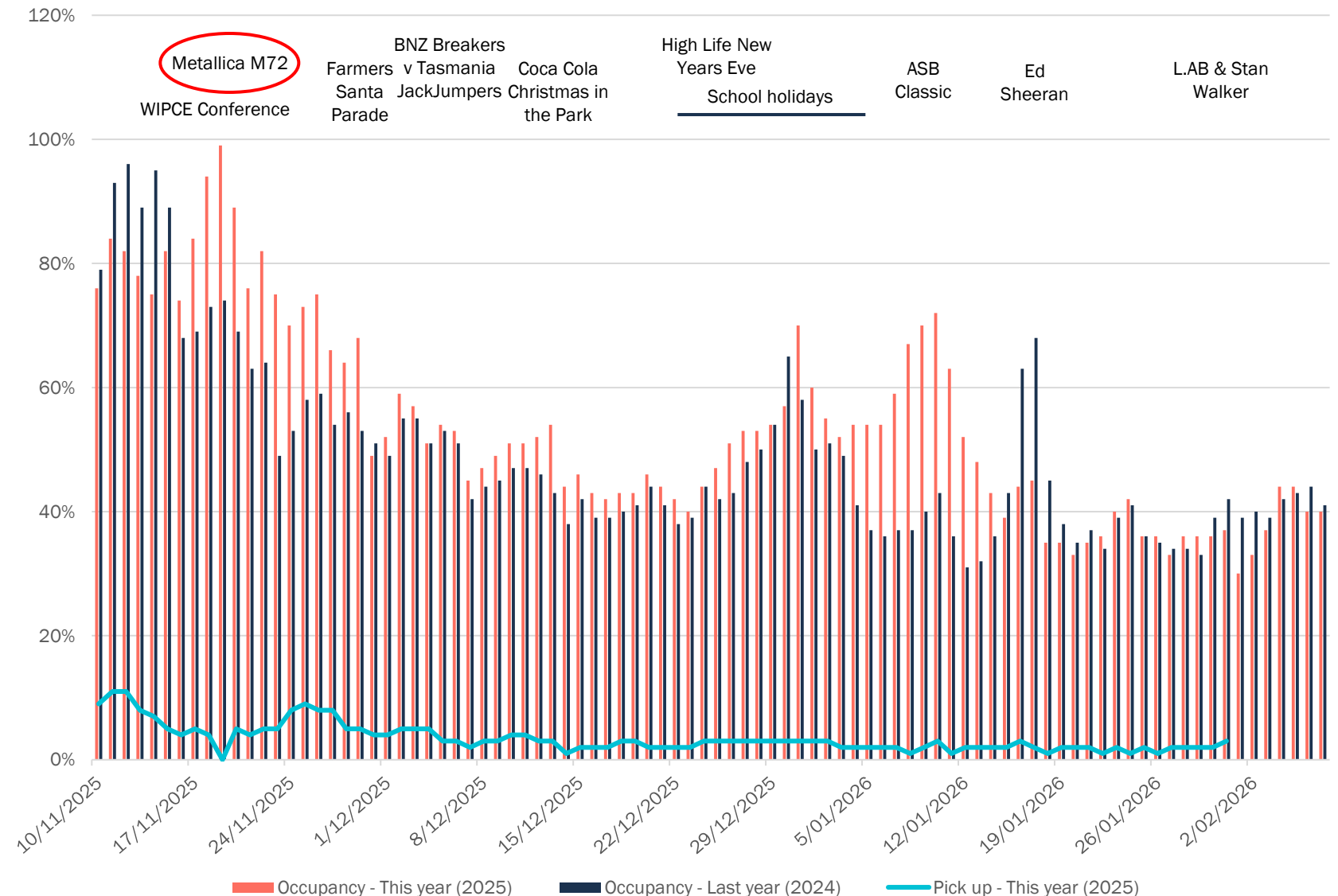
- On average, visitors stayed in Auckland for 1.8 nights for the month of September 2025 (no change compared to the previous year).
- Average length of stay for visitors to Auckland has levelled out over the last three years.



90-Day Forward Booking Occupancy Data

- Looking forward over the next three months, overall Occupancy rates are generally higher in comparison to the same period last year.
- Occupancy-on-the-books peaked at 99% on Wednesday 19th November 2025, when Metallica performed at Eden Park for their M72 World Tour.
- The World Indigenous Peoples' Conference on Education (WIPCE) was also on at Aotea Centre during this time (from 16th – 20th November 2025).
- Occupancy on New Year's Eve is currently at 70%.
- Pick-up refers to the number of reservations made in a recent period for future guest stays. In this context Pick-up reflects the % change in occupancy from the last reported period. For the next 90 days that is the previous Monday. For the 365-day view, from the first Monday of the prior month.

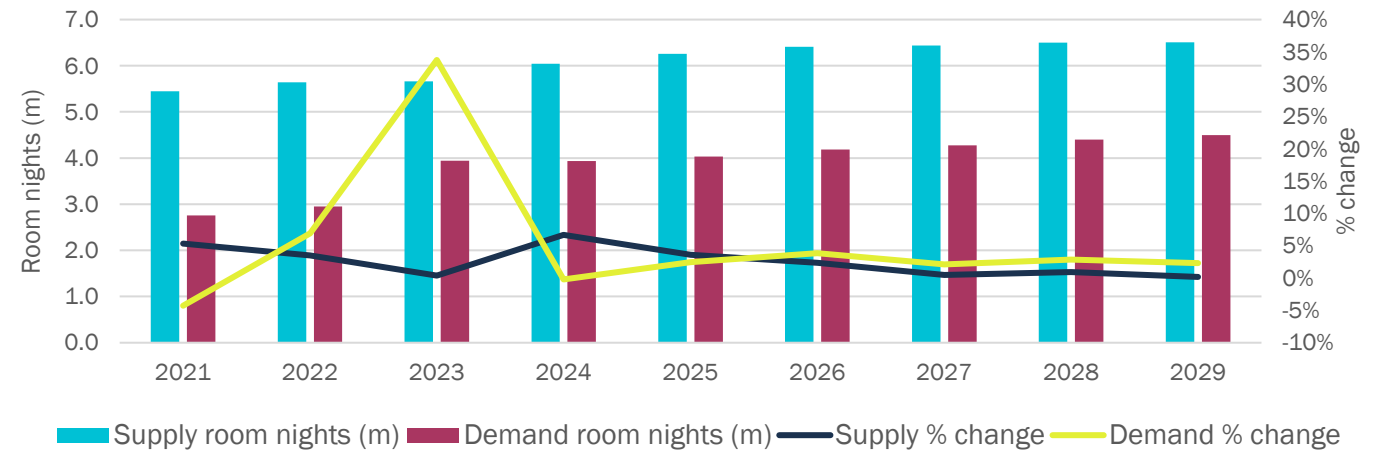
Occupancy - 90 Day Forward Outlook



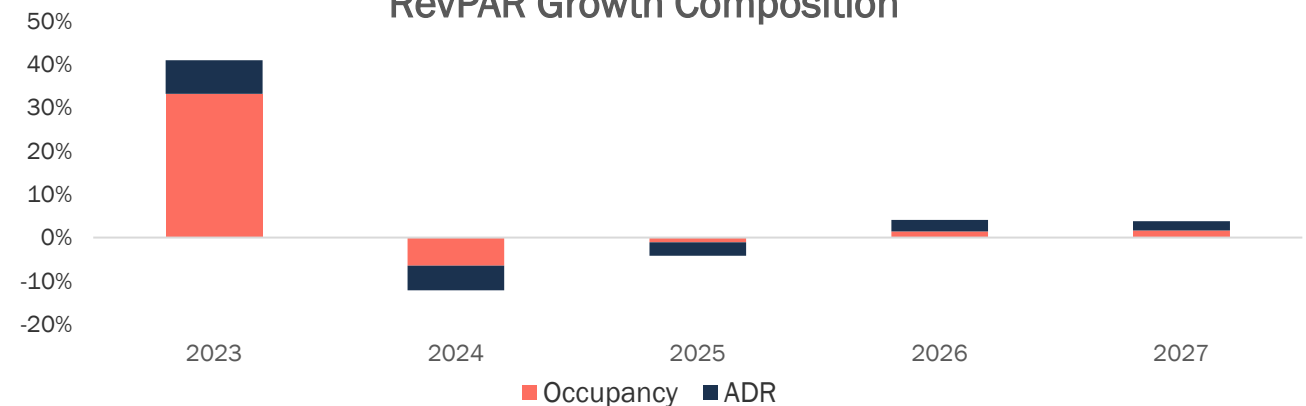
Longer term projections

- In addition to the STR Global 90 Day Forward Booking data we receive, we also receive a longer-term outlook, with forecast data for the next four years until 2027. This data is provided by STR Global in collaboration with Oxford Tourism Economics.
- In 2025 Q2 supply expanded 5.0%. Demand expanded 3.7%, resulting in an occupancy decline of -1.3%. Occupancy is expected to decline by -2.3% in 2025 Q3, with supply expanding 2.2% and demand declining -0.1%.
- After declining -6.5% in 2024, occupancy is expected to decline -1.1% in 2025. ADR is expected to decrease -3.1%, resulting in RevPAR decline of -4.1% in 2025. RevPAR is expected to grow by 4.1% in 2026.
- Over the next three years, occupancy is expected to expand at an average annual rate of 0.6%, while ADR is expected to expand at an average annual rate of 0.5%.

Supply and Demand Growth



RevPAR Growth Composition



17.2k average daily rooms available in 2025, with 17.6k rooms forecast for 2026

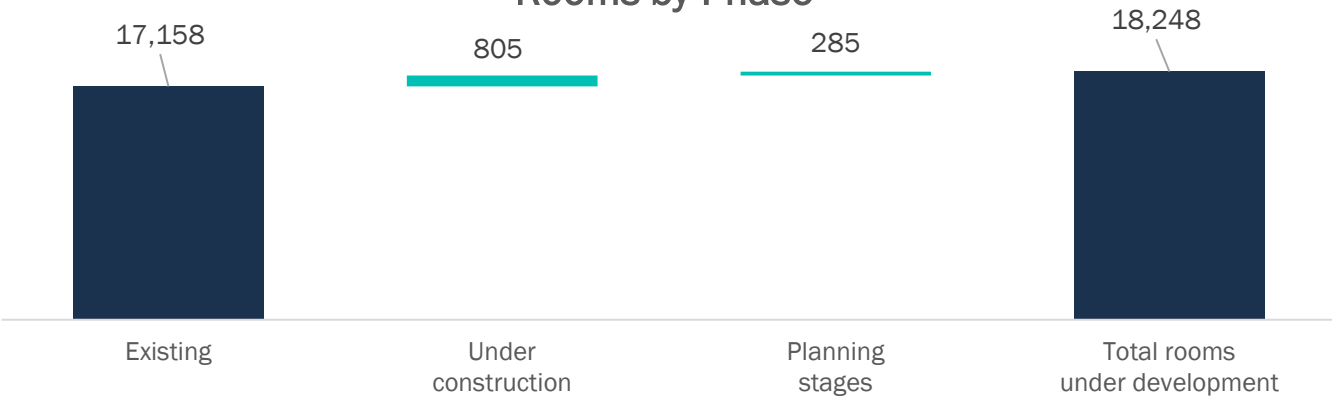
- In 2025, on average there were 17.2k daily rooms available in Auckland. The number of average daily rooms available is set to increase by 3.6%, which will supply an additional 596 rooms (compared to 2024) .
- Looking to 2026, average room supply is expected to expand by 2.4%, supplying 406 new rooms and bringing the total number of daily rooms available to 17.6k.
- Observing rooms by phase data, there was a total of 18.3k rooms (from 227 properties) in the pipeline.
- This comprised of 17.2k existing rooms (from 220 properties, 805 rooms under construction (from 5 properties), and 285 rooms in the planning stages (from 2 properties).

Average Supply

(Avg. daily rooms during year)

	Year	Rooms	% Chg.	Chg.
Actual	2021	14,932	5.4%	759
	2022	15,455	3.5%	523
	2023	15,517	0.4%	62
	2024	16,554	6.7%	1,038
Forecast	2025	17,150	3.6%	596
	2026	17,556	2.4%	406
	2027	17,639	0.5%	83
	2028	17,801	0.9%	161
	2029	17,832	0.2%	32

Rooms by Phase



In total, 3.70m visitors are projected to visit New Zealand in YE September 2029

- International overnight visitor arrival projections until 2029 are available for New Zealand overall – of which Auckland receives the largest share.
- International visitor growth to New Zealand is forecast with a Compound Annual Growth Rate (CAGR) of 10.0% from 2024 to 2029 (for Q2 2025), resulting in a possible 3.70m international visitors by YE September 2029.
- When calculated against the 2022 baseline a clear recovery trend in visitor arrivals is visible overall – as well as for our key markets.
- Visitor arrivals from Australia are expected to grow at an average annual rate of 1.7%. 1.58m Australian visitors are expected to visit New Zealand in the year to September 2029.



Airbnb Insight



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25%

Visiting friends & relatives



\$238

Average daily rate



48%

Aged 30-49 years



3

Average group size



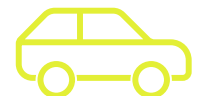
13%

Travelling with children



52%

Travelling from 482km or less



Spend data

- At present, we cannot display current spend data from the Tourism Electronic Card Transactions (TECTs) as the data set has been discontinued.
- MBIE is currently procuring a new data set to replace the TECT as a permanent measure of tourism spending.
- Reporting will commence as soon as this becomes available.



A photograph of two women walking and smiling in a modern city courtyard at dusk. The woman on the left wears a white dress and carries a tan bag, while the woman on the right wears a pink dress. In the background, there are potted plants, a building with 'FABRIC' signage, and people sitting at an outdoor cafe under a large umbrella. String lights are visible in the upper part of the scene.

Tempo – City Centre Data Insights Aug 2025

Background

We are now also presenting selected key insights from council's Tempo report (available bi-monthly).

The city centre provides a unique retail, hospitality, entertainment and cultural offering. This amenity base makes it attractive to residents, workers, students and visitors.

The pandemic had a profound impact on consumer activity and work habits in the city centre, with spending and foot traffic now consistently below pre-COVID (2019) levels.

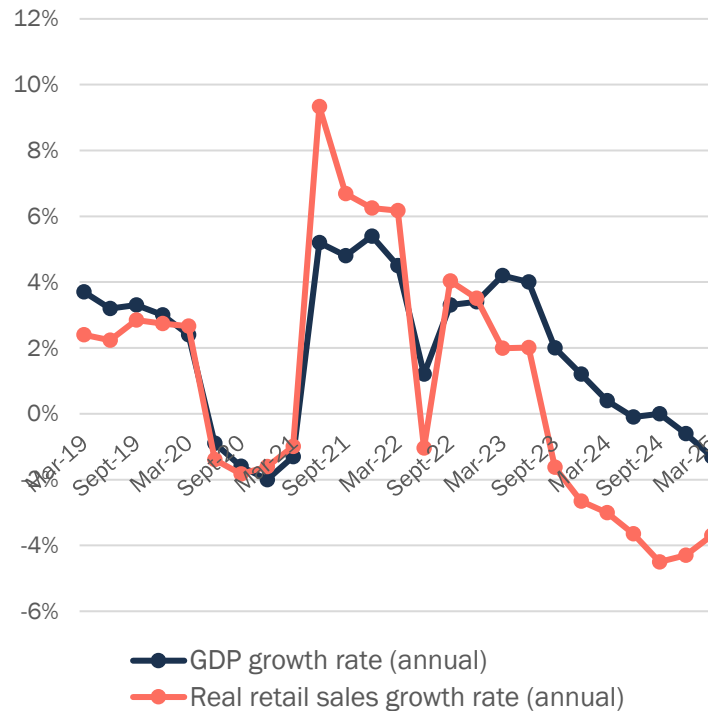
Despite the impact on consumer-facing industries, economy activity (GDP) in the city centre in 2024 was nearly 25% greater than it was in 2019. The rest of Auckland's economy only grew 12% over the same period – this is driven by a strong concentration of high-value service industries (e.g., finance, insurance, professional & technical services).

Please contact us for the full Tempo report, including foot-traffic trends, office vacancies and crime statistics.



GDP and City Centre card spending

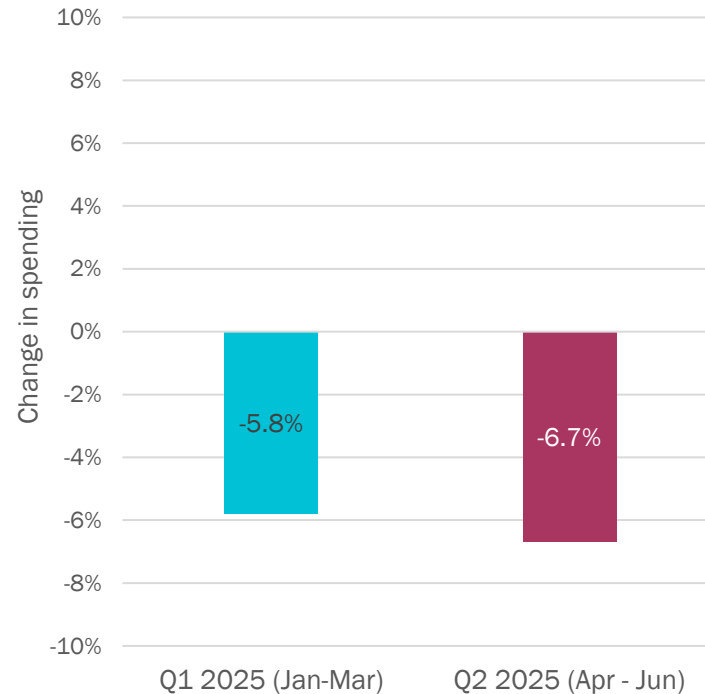
12-month GDP and consumer real retail sales* growth rate: Auckland



Source: Infometrics

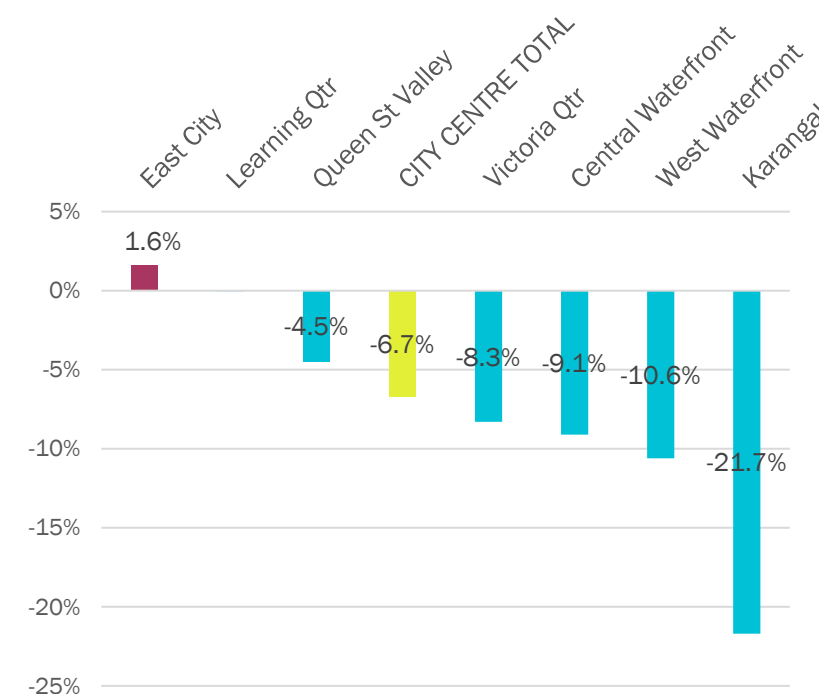
*real retail sales = controlling for inflation (CPI)

City Centre card spending compared to same period 12 months prior



Source: Marketview

Change in City Centre card spending by precinct: Q2 2025 v Q2 2024



Source: Marketview

*N.B. Karangahape data is based on precinct boundaries in the CCMP and differs from Karangahape BID data (The BID covers a wider area, including Upper Queen St down to Aotea Square, which is part of Queen St Valley in the CCMP. There is also some overlaps with the Learning Quarter)

- Challenging economic conditions over last 18-24 months.
- Spending ↓ 6.7% in Q2 2025 compared to 12 months ago.
- Spending down considerably more in Karangahape precinct.

City Centre spending

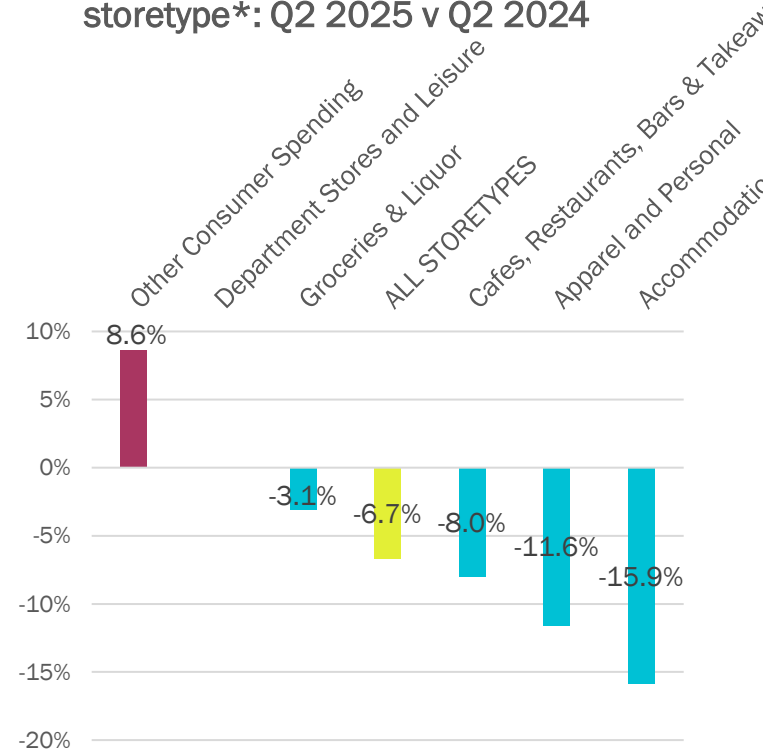
Change in City Centre card spending
by customer origin: Q2 2025 v Q2
2024



Source: Marketview

- International visitor spending up, local spending down.

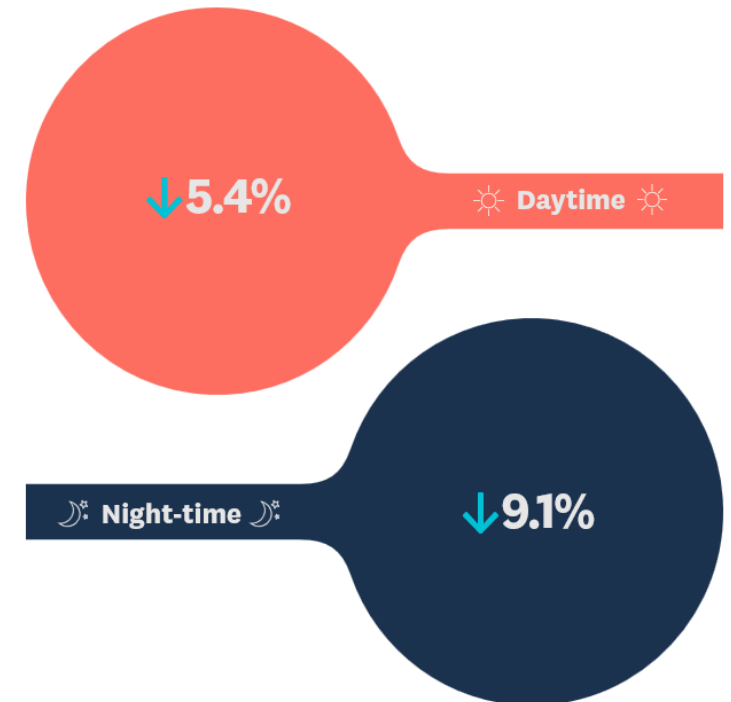
Change in City Centre card spending by
storetype*: Q2 2025 v Q2 2024



Source: Marketview

- Accommodation and clothing spending down most.

Change in spending Q2 2025
v Q2 2024



Source: Marketview

- Daytime and night time spend down.



Auckland – Major Events Data

Major Events Insights – September 2025



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Event	Date(s)	Venue	Findings
A Century of Modern Art	7 June – 28 September 2025	Auckland Art Gallery Toi o Tāmaki	<ul style="list-style-type: none"> The month of September saw 155.1k international visitors, up 5.5% compared to September 2024. For the month, there were 588.2k total guest nights in commercial accommodation (up 9.1%), which comprised 377.6k domestic guest nights (up 8.4%) and 210.6k international guest nights (up 10.3%). Percentage changes for Occupancy, ADR and RevPAR peaked on Saturday 6th September 2025, when The All Blacks played South Africa at Eden Park. Percentage changes for hotel rates also increased on Saturday 27th September, when the All Blacks played Australia at Eden Park.
All Blacks v South Africa	6 September 2025	Eden Park	
Bic Runga with Auckland Philharmonia	6 September 2025	Aotea Centre	
Warriors v Broncos	7 September 2025	Go Media Stadium	
All Whites v Socceroos	9 September 2025	Go Media Stadium	
One NZ Warriors vs Panthers	13 September 2025	Go Media Stadium	
Priscilla Queen of the Dessert	12 September – 4 October 2025	The Civic	
Auckland Storm v Canterbury Women, Auckland v Manawātū	14 September 2025	Eden Park	
BNZ Breakers v Brisbane Bullets	19 September 2025	Spark Arena	
2025 Bunnings Warehouse NPC: North Harbour vs Northland	21 September 2025	North Harbour Stadium	
Chocolate and Coffee Festival	27 – 28 September 2025	Eden Park	
All Blacks v Australia	27 September 2025	Eden Park	

All Blacks v South Africa

Date(s): 6 September 2025


Venue: Eden Park



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20.8^k
Visitor nights





49.2^k
Attendance



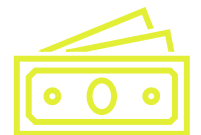

\$3.37^m
GDP




25%
Of attendees were visitors





\$4.93^m
Total spend by visitors



Priscilla Queen of the Desert

Date(s): 12 September – 4 October
2025

Venue: Civic Theatre


3.4^k

Visitor nights




21.4^k

Attendance




\$448^k


GDP



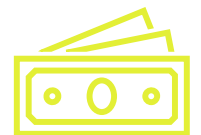

86%

Of attendees were from
Auckland




\$712^k

Total spend by visitorsk





Auckland – Business Events Data

Business Events Insights Q3 2025



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422

Business events in Auckland



27%

Auckland's share of business events



87.7^k

Delegates hosted in Auckland



35%

Auckland's share of delegates



131.1^k

Delegate days hosted in Auckland



30%

Auckland's share of delegate days

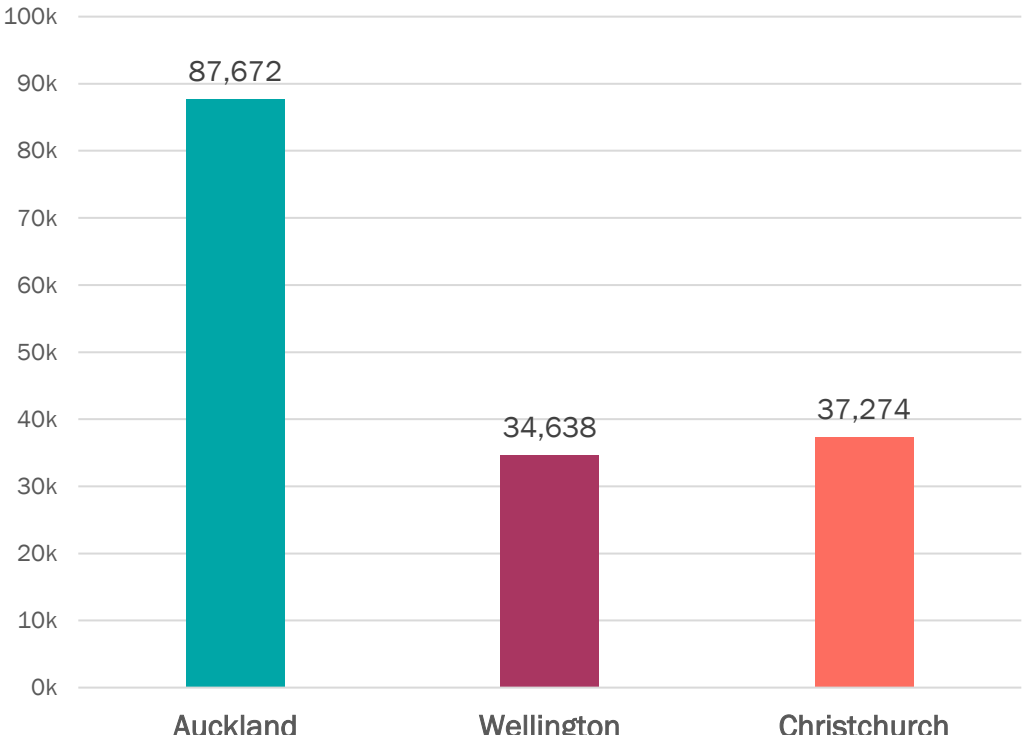


Auckland attracted the highest number of business delegates (87.7k) in New Zealand in Q3 2025

Total number of business events – Regional comparison

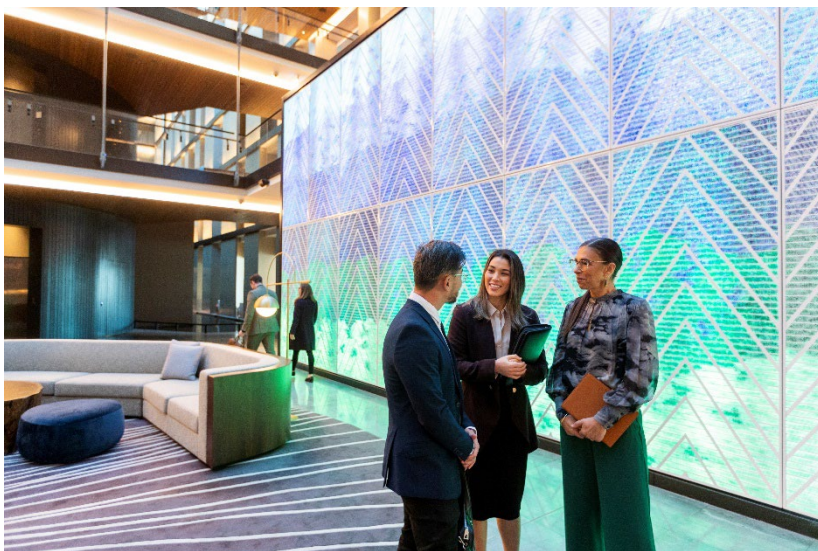


Total number of delegates – Regional comparison



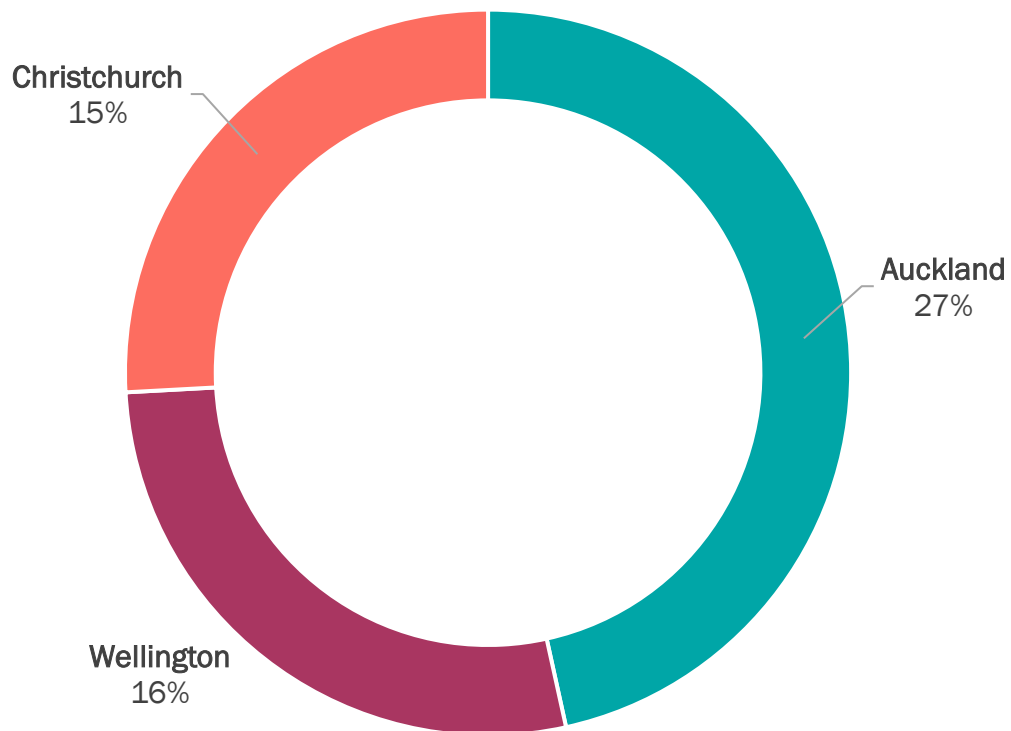
Source: Business Events Data Programme. Fresh Info. *Quarterly data.

Auckland had 27% of all business events in New Zealand in Q3 2025



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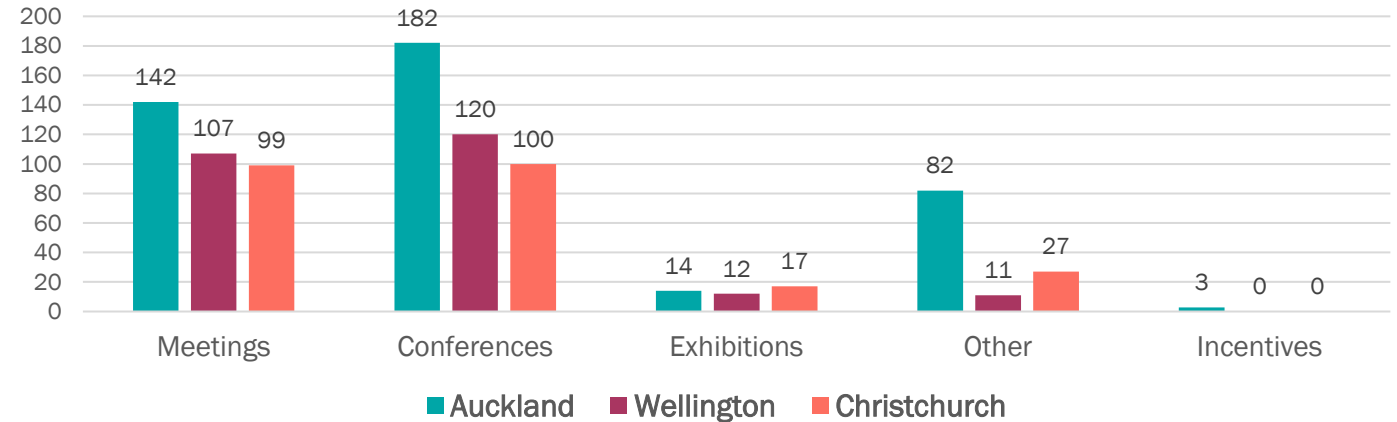
Business Event Market Share - Regional Comparison



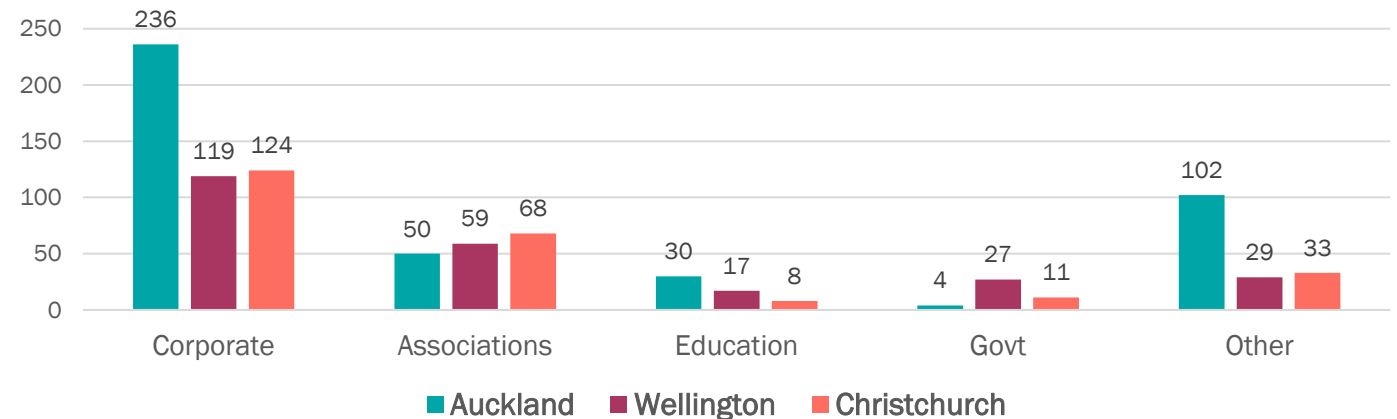
Auckland hosted the most conferences, meetings, and other business events in NZ for Q3 2025

- Looking at business event type, **Auckland hosted the most conferences** (182), **meetings** (142), and **other business events** like social functions and Gala dinners (82) out of the three regions in Q3 2025.
- The majority of business events in Auckland were for **Corporate customers** (236), followed by **Other customers** (102), then **Associations** (50), **Education customers** (30) and **Government workers** (4).
- Among the three regions, Wellington recorded the most **Government**-related business events (27).

Business Events By Event Type



Business Events By Customer Type

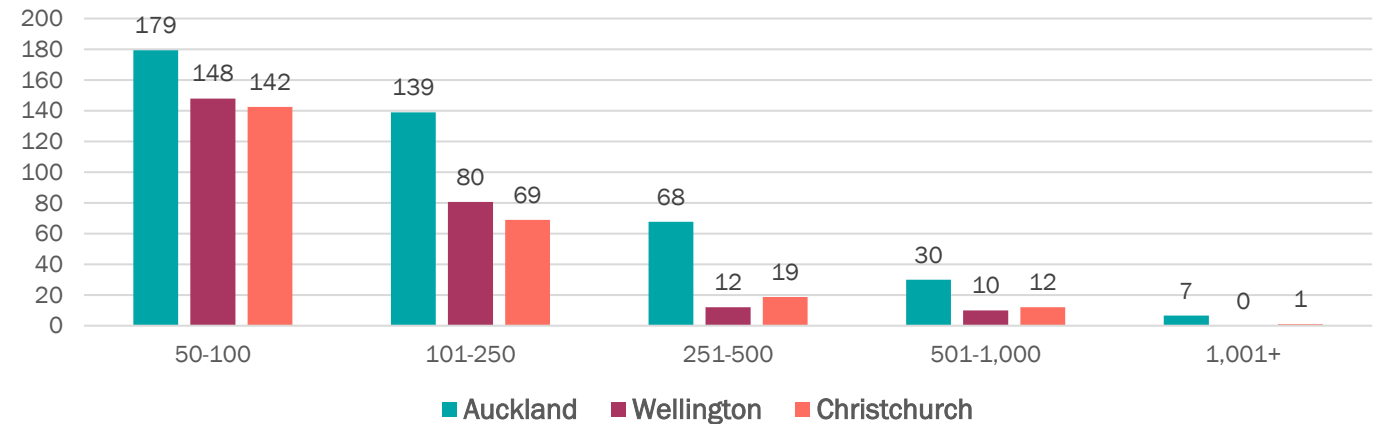


68% of all business events in Auckland were one-day events in Q3 2025

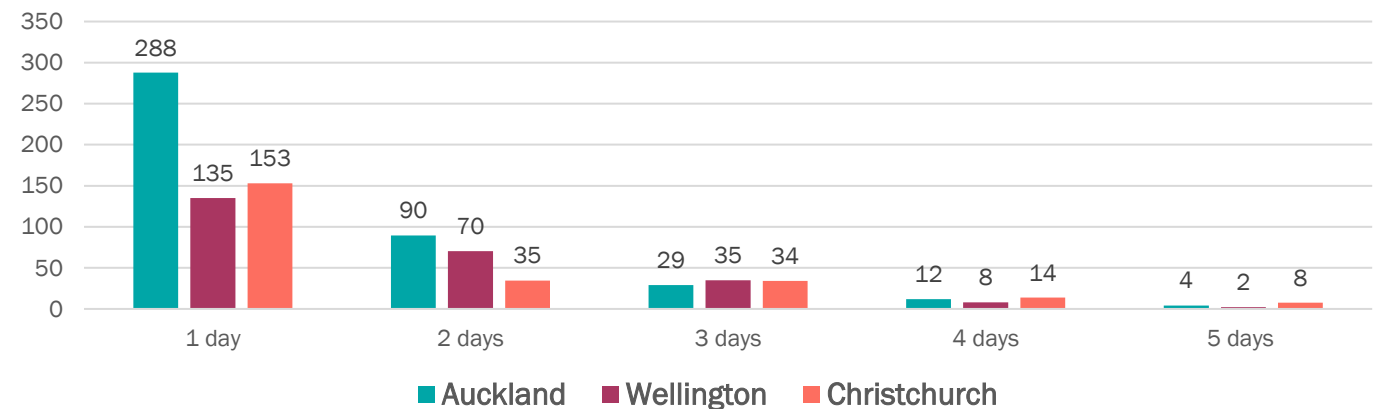
- In Q3 2025, 42% of all business events held in Auckland were small to medium-size events hosting between 50-100 delegates (179 events). In comparison to other regions, Auckland hosted the most small business events.
- 33% of business events in Auckland were medium-sized events with 139 events that hosted between 101-250 delegates.
- 16% of business events (68) in Auckland hosted between 251-500 delegates.
- Auckland had 37 large-scale events that hosted 500+ delegates in Q3 2025.
- In Q3 2025, 68% of all business events in Auckland were one day events (288), while 32% were multi-day events. 21% were held for a duration of two days (90), and 11% ran over the course of three days or more (45).

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No. of business events - Regional comparison



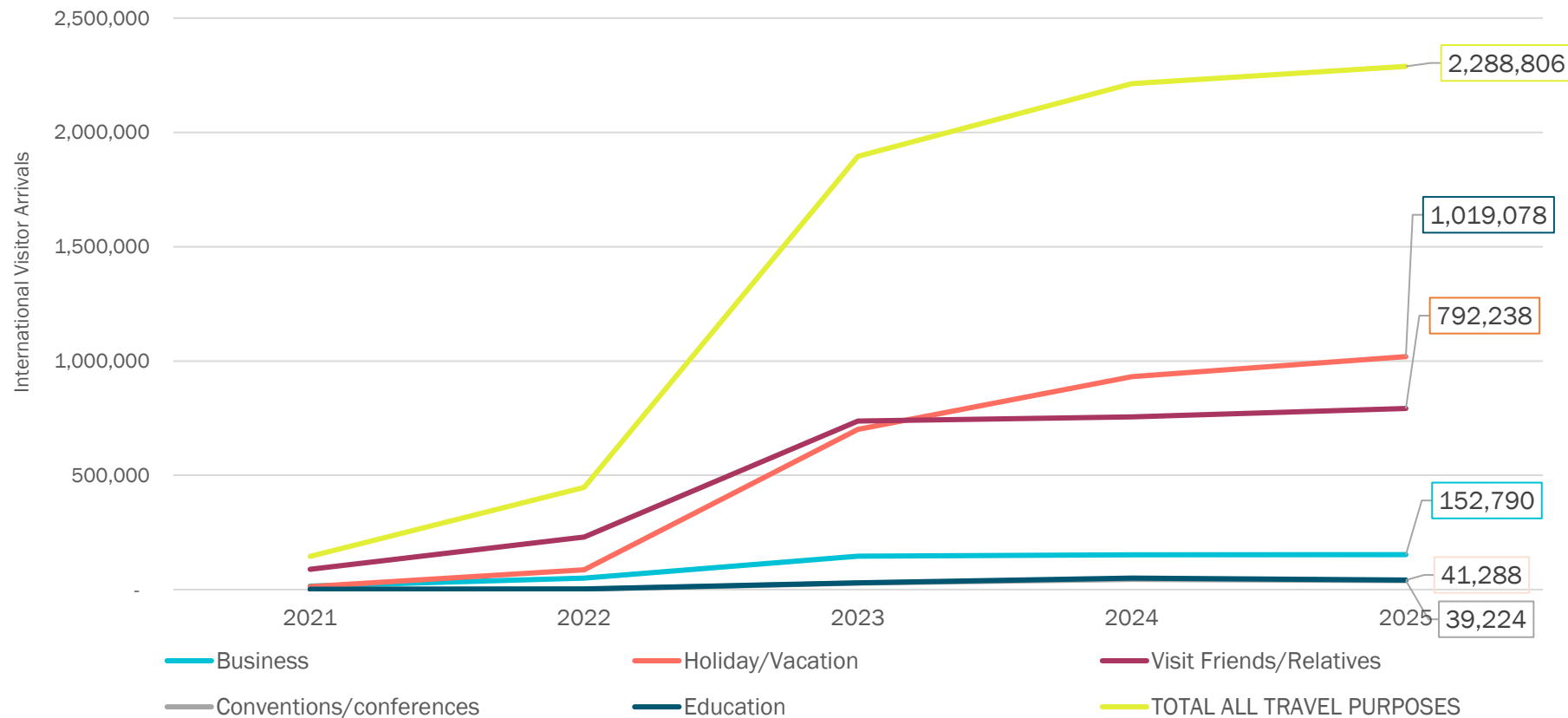
Duration of event - Regional comparison





Five-year trends in key markets

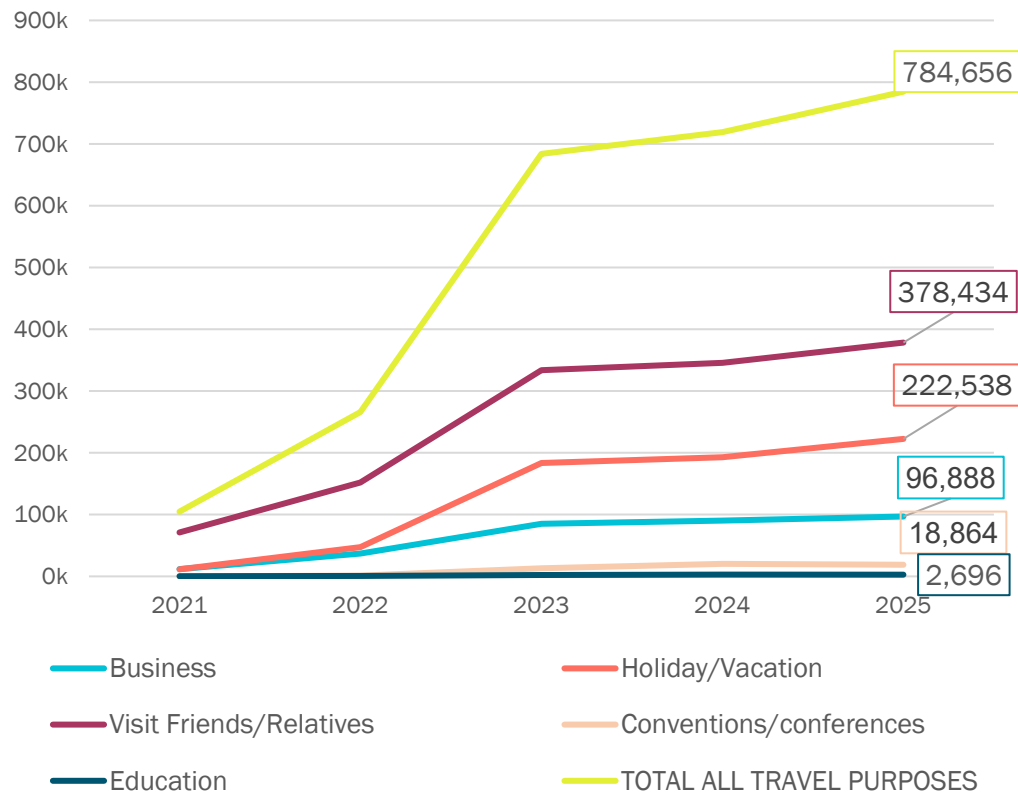
Five-year visitor arrivals to Auckland, YE September



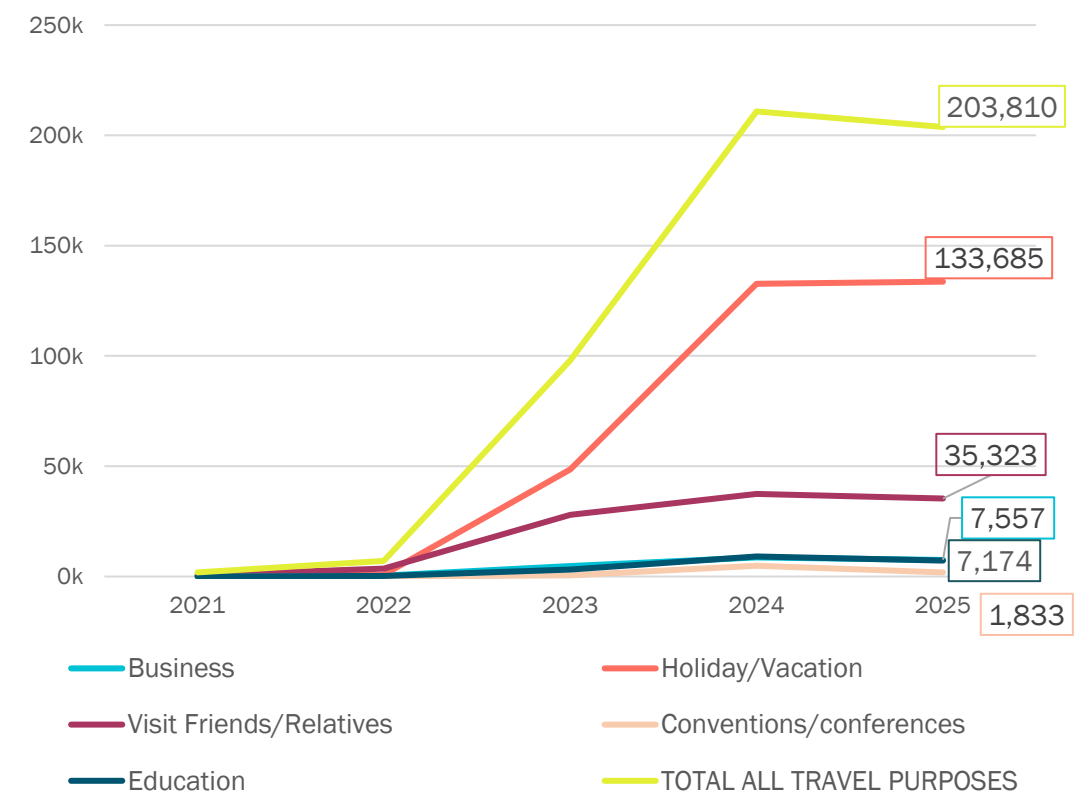
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Five-year visitor arrivals to Auckland, YE September

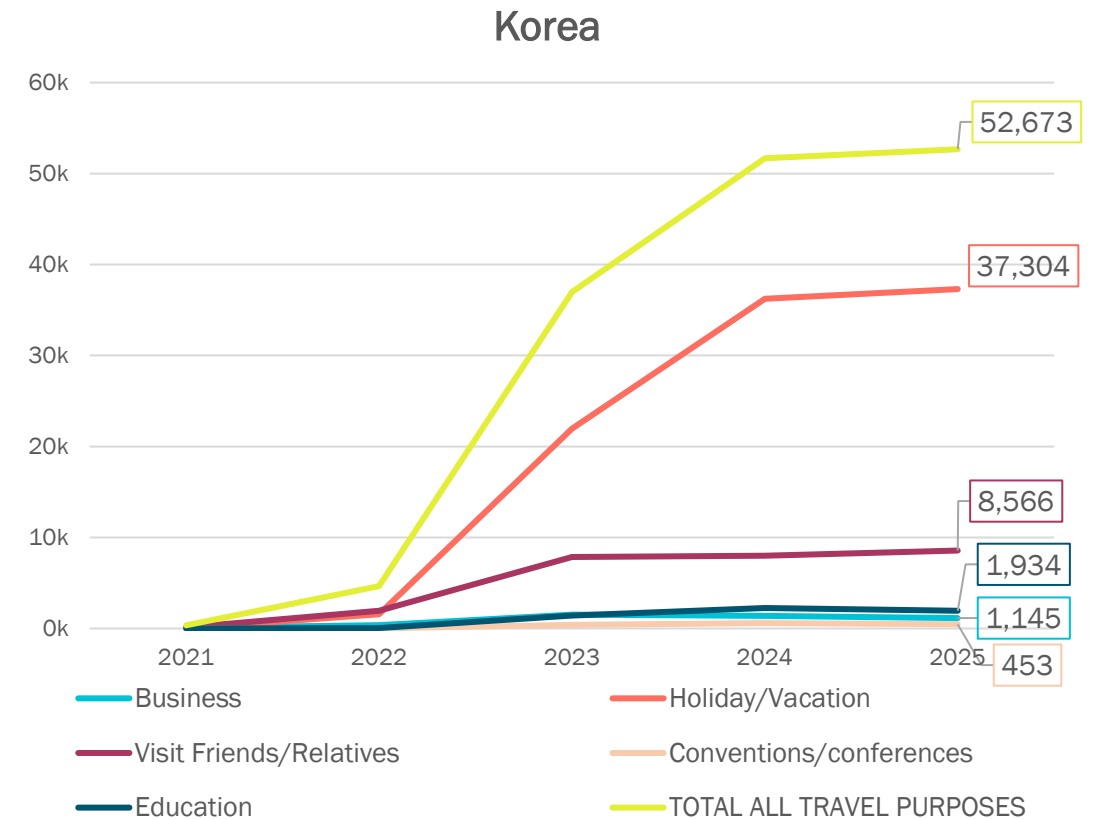
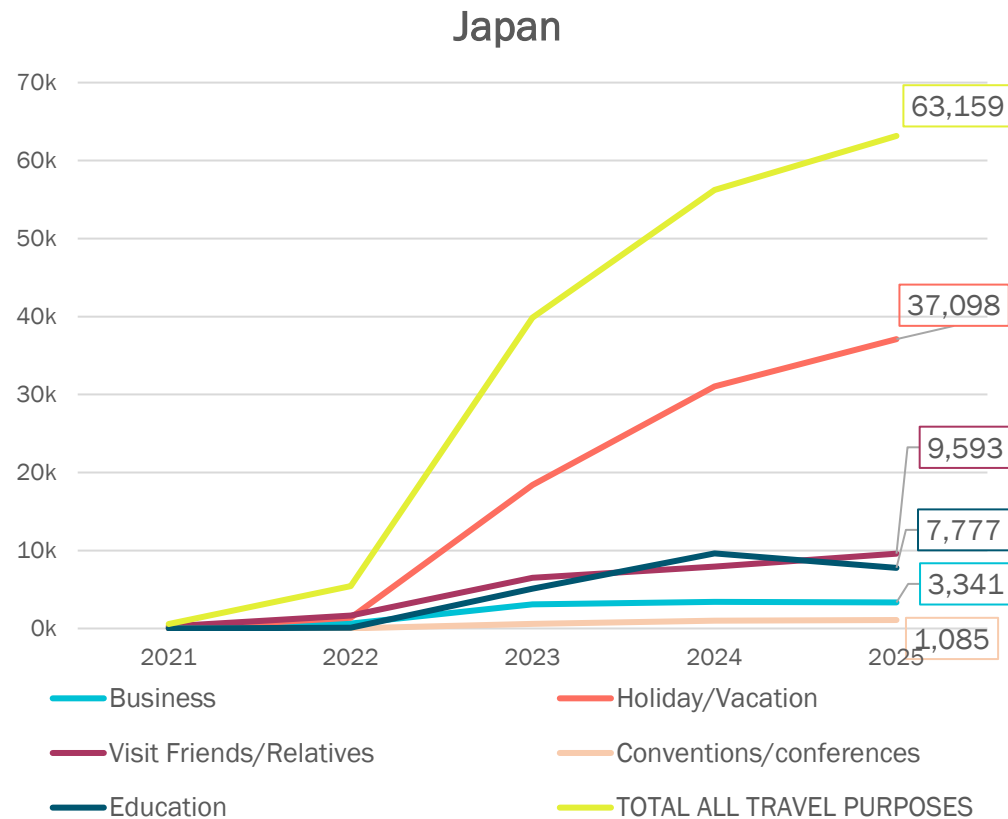
Australia



China

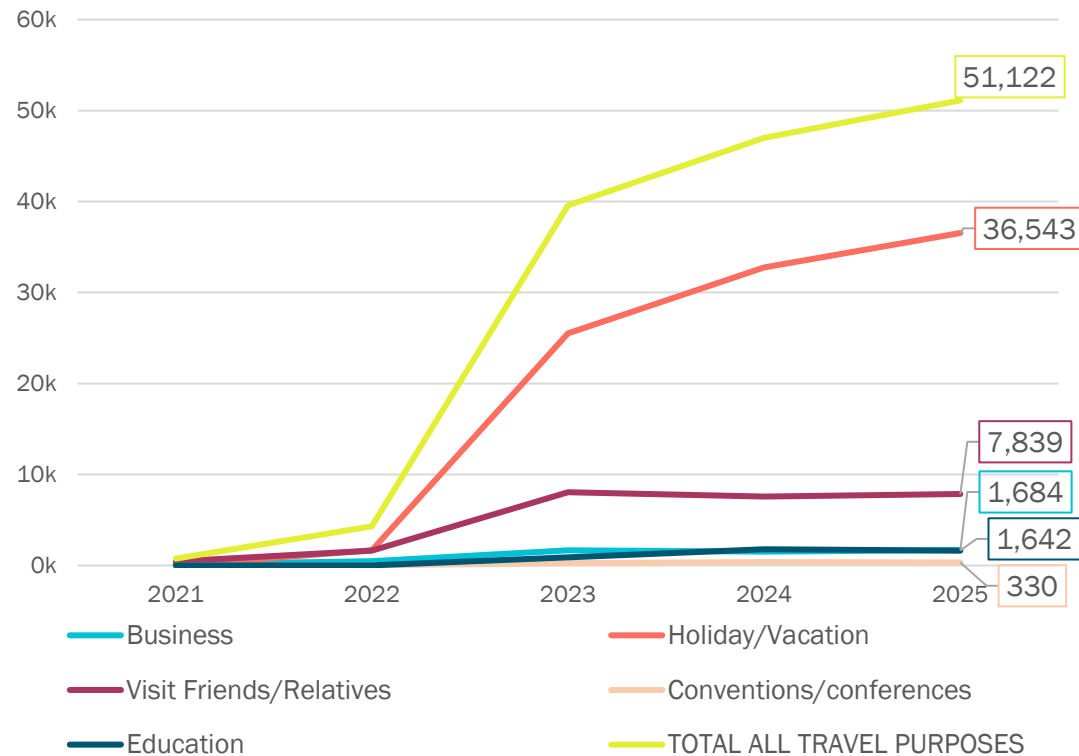


Five-year visitor arrivals to Auckland, YE September

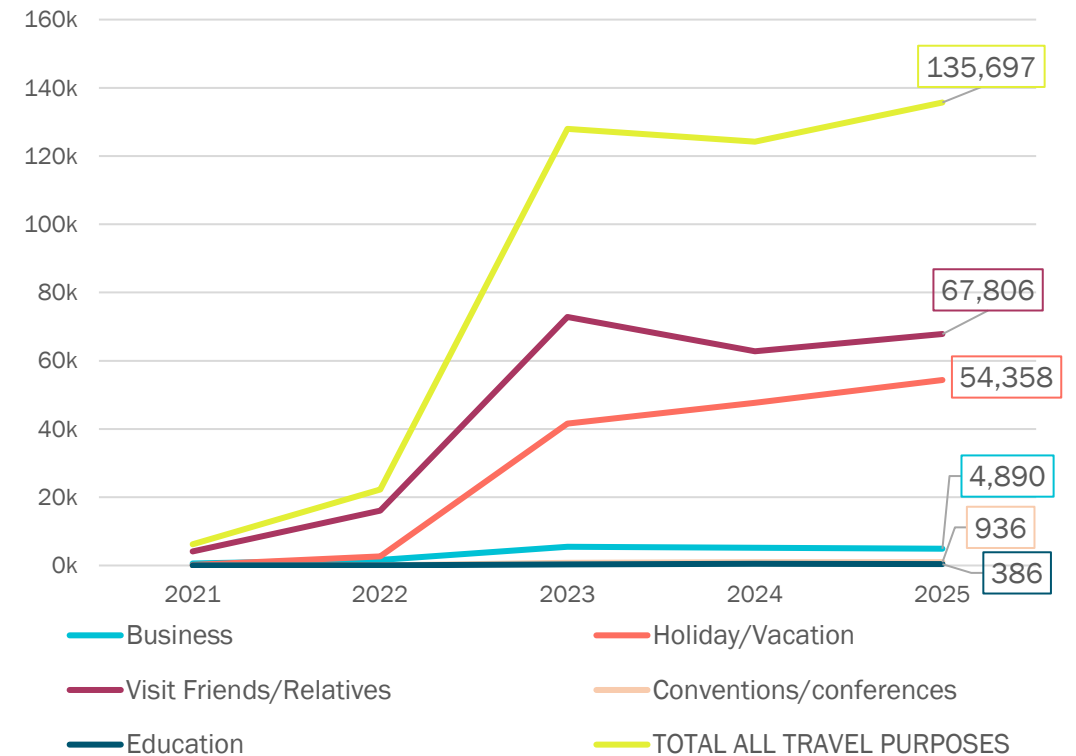


Five-year visitor arrivals to Auckland, YE September

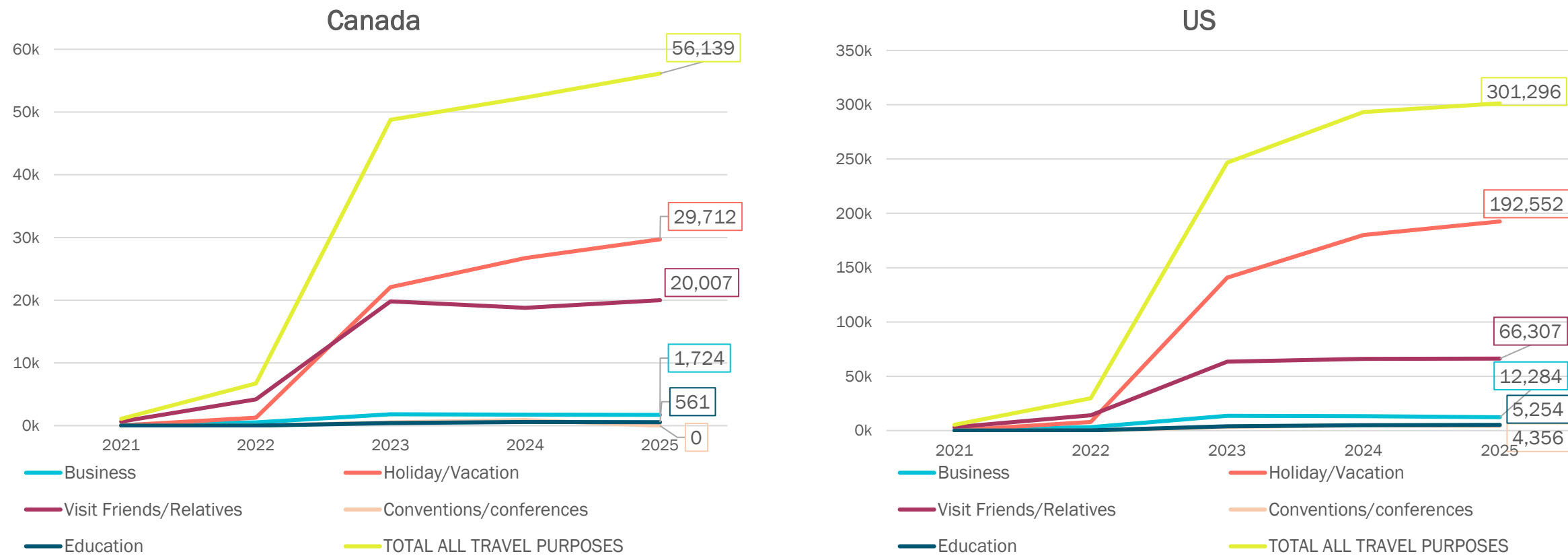
Germany



UK



Five-year visitor arrivals to Auckland, YE September



Ngā mihi Thank you

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