

# Middle East's Economic Landscape: Celebrity Influence, Luxury Market Shifts

Middle East Economics · Answer Key · 15 Questions

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**1. In 2024, the UAE's tourism sector significantly contributed to its GDP. What was the approximate percentage of the UAE's GDP that the travel and tourism sector accounted for?**

- A) Approximately 5%
- B) Approximately 13%**
- C) Approximately 20%
- D) Approximately 30%

**2. Which major global event, held in Qatar, has been identified as a catalyst for significant infrastructure development and economic diversification, with projections of continued tourism growth through 2030?**

- A) The 2022 FIFA World Cup**
- B) The 2023 F1 Grand Prix
- C) The 2025 World Horticultural Expo
- D) The 2022 Asian Games

**3. Despite a global decline in art sales in 2024, the Middle Eastern art market has shown structural repositioning. Which factor is identified as a key driver for this growth in the region?**

- A) Government identification of culture as a strategic economic sector**
- B) Increased foreign direct investment from China
- C) A surge in demand for traditional Middle Eastern art forms
- D) Government subsidies for art acquisition by expatriates

**4. Recent geopolitical tensions in the Middle East have led to significant disruptions in the luxury sector. Which of the following luxury conglomerates temporarily closed stores across the UAE, Kuwait, Bahrain, and Qatar in early 2026 due to these tensions?**

- A) LVMH
- B) Kering**
- C) Burberry
- D) Prada

**5. The Saudi entertainment sector is undergoing a transformation as part of Vision 2030. What is the target for the entertainment sector's contribution to Saudi Arabia's GDP by 2030?**

- A) 4.2%**
- B) 10%
- C) 15%
- D) 20%

**6. In 2025, the Middle East's influencer marketing landscape is characterized by a strong emphasis on authenticity. Unlike Western markets, what tends to be more important for Middle Eastern consumers than global celebrity status?**

- A) Relatability and local context**
- B) High production value of content
- C) Association with international luxury brands
- D) Celebrity endorsements from Hollywood

**7. The luxury sector in the Middle East accounts for a specific percentage of global luxury sales. What is this approximate percentage, according to estimates from Morgan Stanley and Bank of America?**

- A) 20-25%
- B) 15-20%
- C) 5-10%**
- D) 2-3%

**8. In 2024, global art sales experienced a decline. However, the Middle Eastern art market, though still representing a small fraction of total turnover, is showing growth. What was the approximate percentage of total global art turnover that the Middle Eastern art market represented in 2024?**

- A) Less than 1%**
- B) Around 5%
- C) Approximately 10%
- D) Over 20%

**9. The Middle East's luxury market is a significant growth engine. Which specific product categories within the luxury sector are likely to be above the industry average contribution to the region's revenue?**

- A) Hard luxury (jewelry and watches)**
- B) Ready-to-wear fashion
- C) Handbags and leather goods
- D) Footwear

**10. Global media inflation is projected to stabilize. In emerging markets within the Middle East and North Africa region, what is driving the steepest price growth in media inflation, rather than supply scarcity?**

**A) Rising audience value and domestic advertiser demand**

- B) Increased competition from digital platforms
- C) A significant increase in advertising inventory
- D) Reduced consumer spending power

**11. Celebrity brand endorsements saw a notable decline in 2025. What was the approximate percentage drop in celebrity-based ad volume in 2025 compared to 2024?**

- A) 5%
- B) 10%
- C) 22%**
- D) 30%

**12. Dubai's tourism industry has achieved consistent growth. How many international overnight visitors did Dubai welcome in 2025, marking a 5% increase from the previous year?**

- A) 18.72 million
- B) 19.59 million**
- C) 20.1 million
- D) 22.5 million

**13. The Saudi Vision 2030 aims to significantly boost the entertainment sector. What is the projected market volume for the Saudi Arabia Entertainment & Amusement market in 2030?**

- A) USD 2.6 billion
- B) USD 3.5 billion
- C) USD 4.9 billion**
- D) USD 6.0 billion

**14. Following geopolitical escalations in early 2026, which major e-commerce giant closed its Abu Dhabi fulfillment center and suspended regional deliveries?**

- A) Noon.com
- B) Amazon**
- C) Shein
- D) AliExpress

**15. The Middle Eastern art market is experiencing growth, with Christie's reporting a significant increase in sales for modern Middle Eastern art. Between which years did Christie's report that sales of modern Middle Eastern art tripled in value?**

A) 2018-2021

B) 2019-2022

**C) 2020-2024**

D) 2021-2025