

# EU Economic Currents: Celebrity Influence, Event Tourism & Luxury Goods in

EU Economy · Answer Key · 10 Questions

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**1. In 2025, which segment of event-related tourism showed the most consistent growth across European countries, contributing significantly to local economies?**

- A) Sporting events
- B) Concerts and music festivals
- C) Exhibitions and fairs (expos)**
- D) Conferences and trade shows

**2. According to recent analyses, what percentage of event-related tourism spending in Europe was allocated to food and beverage in 2025?**

- A) Approximately 18%
- B) Around 33%
- C) Nearly half (48.4%)**
- D) Just over 60%

**3. In 2025, which European country saw the strongest annual growth in event-related tourism spending, with a notable 20% increase?**

- A) United Kingdom
- B) France
- C) Germany
- D) Belgium**

**4. Luxury brands account for approximately what percentage of the European Union's GDP, underscoring their significant economic contribution?**

- A) 1%
- B) 3%
- C) 5%**
- D) 7%

**5. What was the primary reason cited for the significant 22% decline in celebrity brand endorsements in 2025, as reported by The Economic Times?**

- A) Celebrities demanding higher fees
- B) A shift towards more authentic influencer marketing**
- C) Brands focusing on global market expansion
- D) Decreased consumer interest in celebrity culture

**6. In 2024, the European Union's GDP experienced a moderate expansion of what percentage, according to the EURATEX report?**

- A) 0.5%
- B) 1%**
- C) 1.5%
- D) 2%

**7. Which of the following is identified as a key challenge for the EU textile and clothing sector in the first half of 2025, impacting its competitiveness?**

- A) Decreased consumer demand for sustainable fashion
- B) Increased competition from low-cost imports**
- C) A surplus of domestic manufacturing capacity
- D) Reduced availability of raw materials

**8. How much did YouTube's creative ecosystem contribute to the European Union's GDP in 2024, according to a report by Oxford Economics?**

- A) EUR2 billion
- B) EUR4 billion
- C) EUR7 billion**
- D) EUR10 billion

**9. In 2024, Meta's platforms were linked to approximately how many jobs across the EU, according to a study released in May 2025?**

- A) 500,000
- B) 800,000
- C) 1.1 million
- D) 1.44 million**

**10. Which of the following luxury goods sectors is experiencing significant strain in the US market due to tariffs of up to 50% on European imports, as of April 2025?**

- A) Automotive
- B) Technology
- C) High-end fashion and accessories**
- D) Cosmetics