

# 2025 Year in Review

What your support  
made possible in 2025,  
and what we are working  
on next



*The Mark Twain  
House & Museum*



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Dear Friends:

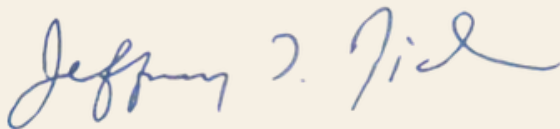
As I returned to The Mark Twain House & Museum in 2025, I was reminded of the extraordinary commitment of our supporters and the enduring strength of this institution. Together, we continued to advance our mission as a place of discovery, learning, and connection. More than 53,000 visitors explored the museum, while students and educators engaged with expanded educational opportunities. Because of your generosity, guests of all ages experienced a welcoming, meaningful visit, and this significant National Historic Landmark.

I am pleased to share our 2025 Year in Review, which highlights the impact of your support and the essential role you play in sustaining the museum as a vibrant cultural and educational resource.

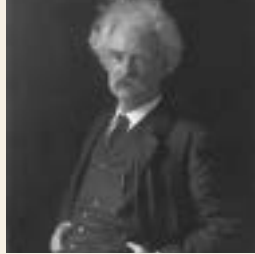
Looking ahead to 2026, we will build on this momentum with improvements that enhance the visitor experience, including a new mobile-friendly, ADA-compliant website, campus-wide upgrades, the opening of our new TradeMARK'd exhibit this fall, and the celebration of the 150th anniversary of *The Adventures of Tom Sawyer*.

Thank you for your continued support and for helping ensure Mark Twain's enduring legacy continues to inspire new generations.

Sincerely,

A handwritten signature in blue ink that reads "Jeffrey L. Nichols". The signature is fluid and cursive, with the first name being the most prominent.

Jeffrey L. Nichols  
Executive Director



**“TRAVEL IS FATAL TO PREJUDICE, BIGOTRY,  
AND NARROW-MINDEDNESS...” - MARK TWAIN**

Thanks to your generosity, the Mark Twain House in 2025 remained what it should be: a historic site that feels alive. With your support, we welcomed visitors from across the region and beyond, delivered ongoing tours and programs, expanded access to education, and advanced the behind-the-scenes work that protects this National Historic Landmark for the future.

# 2025 At A Glance

## Visitor Reach and Engagement

- Nearly 50,000 touring tickets served
- Nearly 54,000 total ticketed admissions and program attendance

## Tours and Programs

- 3,441 general tours welcoming visitors year-round
- 1,039 living history tours bringing interpretation to life
- 73 program dates across 41 unique programs

## Education and Community Access

- 2,000 students served through on-site field trips
- 67 teachers served through Teacher of the Year professional development, the highest participation to date
- 17 off-site outreach programs delivered, reaching over 400 adult learners

## Financial Snapshot

- More than \$3M in total ticketing and recorded donations processed including \$1.19M in ticket revenue and \$1.79M in philanthropic support



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## TOURS AND VISITOR EXPERIENCE

Tours remained the heart of our work in 2025. With your support, we continued strengthening interpretation through training and evaluation, so visitors receive a consistent, welcoming, high-quality experience.



## EDUCATION AND ACCESS

We expanded learning opportunities for students and teachers while deepening access. A major milestone this year was increased participation from Title I K–5 schools through supported civics programming and bus funding, directly widening who gets to experience the house.



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## PROGRAMS, LITERARY EVENTS, AND THE MARK TWAIN AMERICAN VOICE IN LITERATURE AWARD (AVL)

The Mark Twain House continued to operate as a living cultural institution, with author talks, workshops, specialty programs, and signature seasonal experiences. The Mark Twain American Voice in Literature Award remained a major point of national visibility, supported by a new dedicated AVL website and expanded outreach to grow the award's public presence.

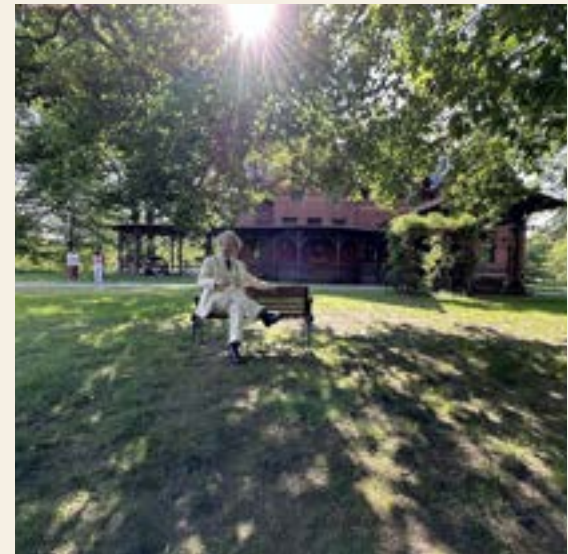


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## MARKETING, OUTREACH, AND VISIBILITY

In 2025, we strengthened how the Mark Twain House shows up in public and how we promote our tours, programs, and fundraising priorities. We implemented more coordinated planning so major events were supported by clear, consistent outreach across email, social media, partners, and press.

We also expanded partnership marketing to reach new audiences, including collaborations connected to Hartford Athletic and NYCFB, and national storytelling tied to the U.S. Patent and Trademark Office and the Smithsonian around Samuel Clemens' patents. To improve efficiency and strengthen media relationships, we brought more press outreach in-house and launched a dedicated American Voice in Literature Award website to strengthen its public presence.



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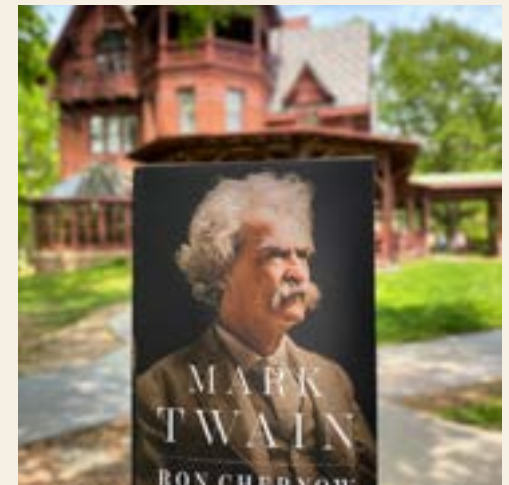
## **PRESERVATION, COLLECTIONS, AND INTERPRETATION**

Behind the scenes, we advanced preservation and collections work that protects the site long-term, strengthens interpretation, and supports future exhibits, including early planning for TradeMARK'd, opening in Fall 2026.



## **MUSEUM STORE**

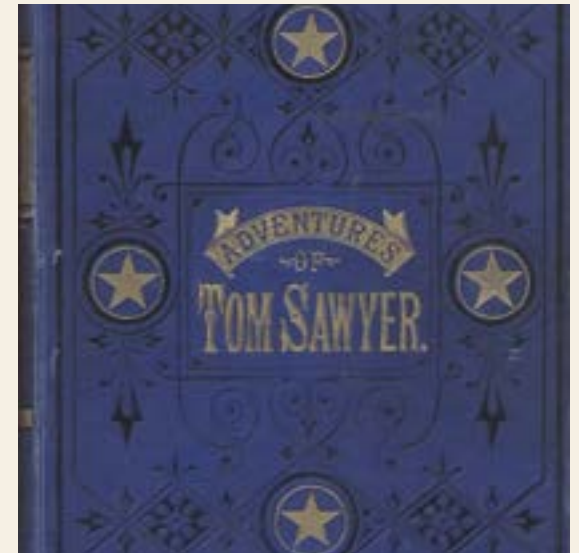
The Museum Store had a strong year, with continued growth and record seasonal performance. Museum Store Sunday was our most successful to date. We expanded our online store presence and developed a more coordinated retail marketing approach, especially around seasonal gifting.

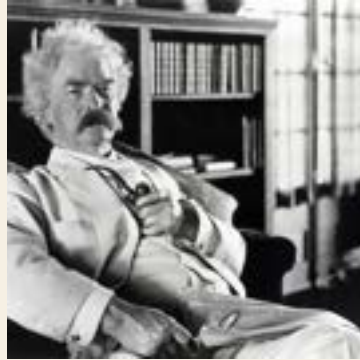


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## LOOKING AHEAD TO 2026

Looking ahead to 2026, supporters will see several major improvements take shape, including a new mobile-friendly, ADA-compliant website funded by the Hartford Foundation Technology Grant, a practical brand toolkit and branding guide for signage and digital use, and continued upgrades to the visitor experience. We are also preparing to mark the 150th anniversary of *The Adventures of Tom Sawyer*, first published in 1876.





## THANK YOU

Thank you for helping the Mark Twain House thrive in 2025. Your continued support sustains tours, education, preservation, and programs in the year ahead. If you have not yet renewed your membership or made a gift, we invite you to do so today.

