



Shinjuku

Quickstart Guide

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General setup

Place the map in center of table.

Place the 52 customer (white) tokens in the bag.

Shuffle the 72 ward cards.

Setup for each player

Choose a color

Choose a color and then take the 8 store tokens, 3 department store tokens, 16 track markers and the player screen for that color.

Adjust Track

Depending on the total number of players in the game, you will need to reduce the amount of track you're allowed to use based on the table.

Players	# Track / player
2	16
3	13
4	10

Draw Cards

Draw 5 cards into your hand.

Gameplay

Each player turn is as follows:

Place new customer(s)

Draw a ward card and a customer at random and then place the new customer on the map in that location. The customer is placed in the middle of the ward and should not be on any particular station.

# Department stores on the map	# New customers per turn
0 - 2	1
3+	2

At the beginning of the game, only one customer will be added each turn, but as department stores are built, customers will start arriving more quickly.

When multiple new customers are being placed, they are all placed in the same ward.

Take two actions

During your turn, you can choose any two of the following actions. The same action may not be chosen twice in the same turn.

- **BUILD** : Spend a ward card and build a store at any empty station in that ward. The store token can come from your pool of tokens, or you can move one of your existing stores.
- **EXPAND** : Build a new track segment on any empty connection on the board. Optionally, you may spend a card that matches either end of the newly placed track to build a second segment of track that is connected to the first.
- **UPGRADE** : Spend a matching card and a matching customer to upgrade an existing store to a department store. The spent customer is removed from the game and the old store is returned to the player. Note that stores can only be upgraded if they were built in a station marked with the department store icon.
- **MOVE** : Spend a ward card and move customers from that ward to stores on the map, following train tracks to connected stations. This triggers **INCOME** for other players if you use their track.
- **INCOME** : Draw your hand back up to 5 cards. Or draw a single card if you have 5 or more cards in hand. Your turn ends immediately after taking this action, even if you had one more action available.



Wildcards

Wildcards make it easier for you to perform actions. There are no explicit wildcards in the game, but you can create them in two ways:

- *From stores*: After you have built a store, cards that match that station's ward become wildcards for you.
- *From cards*: You can use any three cards from your hand as a wildcard.

The MOVE action

The **MOVE** action is how you gain customers, and customers are victory points at the end of the game.

To perform a **Move** action:

- (1) Gather *all* of the customers in the ward that matches the card you spent.
- (2) Select their starting station within that ward – they must all start from the same station.
- (3) Move the customers from station to station on the map, following the track connections that players have added.
 - If the station has a store that matches a customer, then the store *satisfies* the matching customer and it must be given to the player that owns the store.
 - A store can *satisfy* a single customer that matches the store type. A department store can *satisfy* a single customer of *any* type.
 - If more than one customer matches (e.g., with a department store; or if there are multiple customers of the same type), then the player taking the Move action chooses which single customer is given to the store owner.
- No station may be visited more than once during this action.
- The final station visited must *satisfy* a customer.
- (4) Any remaining customers are added to the ward that contains the final station, merging with any existing customers in that ward.
- (5) If any track segments owned by other players were used during the **Move** action, then those players may immediately take an **INCOME** action. Maximum one **INCOME** action per player, regardless of the number of track segments used. The player taking the **Move** action is not entitled to this **INCOME** bonus.

End of game

When the last customer is drawn from the bag, the player that drew the final customer finishes their turn and then the Final Round begins.

At the start of the Final Round, everyone simultaneously takes a free **INCOME** action and then everyone takes one final turn, continuing the game where it left off so that the player who drew the last customer takes the final turn of the game.

Scoring

At the end of the game, sort your customers by type and then remove all customers matching the good type that you have the most customer tokens of. If you have a tie for the most tokens of a single type, then choose any one of your tied good types to remove.

Each remaining customer is worth 1 point – or 2 points for double customers. The player with most points wins.

Your First Game

Keep in mind the following strategy hints when playing your first game:

- Place your track where other players need to use it. This will give you additional **INCOME** actions whenever they use it. But remember that the amount of track you have is limited, so spend it wisely.
 - If you have a matching card, building two track segments in the same action lets you build your rail network faster. Sometimes it's worth spending an wildcard to do this.
- **BUILD** stores in different wards so that you get more wildcards. Note that some wards have more cards in the deck than others, so these are good places to build.
 - Remember: You can move a store by building in a new location.
- **UPGRADE** to a department store early and try to build it in a place that's hard for other players to avoid.
- You earn customers through the **MOVE** action and you only have (at most) one **MOVE** action per turn. Once you've built a basic network of stores, focus on getting 1 (or more) customers per turn.
- Keep in mind how final scoring works:
 - Scoring is based solely on the customers you acquire – not on the number of stores or size of your rail network.
 - In general, it's better to have a balance of customer types rather than a large number of a single type.
 - When scoring, you remove all customers matching the type that you have the most **tokens** (not points) of. Because of this, some customer types will be more valuable to you than other types as the game progresses.