



# Shinjuku

## Quickstart Guide

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Revision 1

### General setup

Place the map in center of table.

Place the 60 customer (white) tokens in the bag.

Shuffle the 72 ward cards.

### Setup for each player

Each player chooses a color and takes the store tokens, department store tokens, track markers and player screen for that color.

Depending on the total number of players, you need to reduce the number of components for each player:

Players	# Stores / player		# Department Stores / player		# Track / player	
<b>2</b>	<b>8</b> : ○○ ×× △△ ☆☆		<b>3</b>		<b>16</b>	
<b>3</b>	<b>7</b> : ○○ ×× △△ ☆	(remove ☆)	<b>2</b>	(remove 1)	<b>13</b>	(remove 3)
<b>4</b>	<b>6</b> : ○○ ×× △ ☆	(remove △☆)	<b>2</b>	(remove 1)	<b>10</b>	(remove 6)

Each player should draw 5 cards into their hand

### Choose a starting player

Starting player is the player who was most recently in Tokyo. Or (if tied) in Japan. Or in Asia. Or anywhere outside of your home country. Or outside your house.

### Gameplay

Each player turn is as follows:

### ***Place a customer***

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

### ***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.
- **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. When a department store is built, a burst of new customers is placed on the map: 2 customers for a 2- or 3-player game; 3 customers for a 4-player game. Note that stores can only be upgraded if they were built in a station marked with the department store icon.
- **Expand** : Spend a single card (for any ward) and build a new track segment on any empty connection on the board. Optionally, you may spend 3 cards to build 2 connected segments of track.
- **Lure** : Spend a ward card and lure 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** : Discard any number of cards from your hand and then draw back up to 5 cards. Or draw a single card if you already 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 two ways to get wildcards:

- *From stores*: When you build 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 Lure action**

The Lure action is how you get customers, and customers are victory points at the end of the game.

To perform a Lure 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 Lure 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 Lure action, then those players may immediately take an Income action. The player taking the Lure 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 everyone (including the player that drew the last customer) gets one final turn.

## Scoring

At the end of the game, each player should sort their customers by type and then remove all customers matching the good type that they have the most of. Each remaining customer is worth 1 point. The player with most points wins.

# Your First Game

For your first game when you are learning the rules, the following adjustments are recommended:

## Play a short game with no expansions

Randomly remove half of the customers (roughly 30) from the bag. This allows players to “reset” after making rule or strategy mistakes without having to wait until the end of a full game.

## Use Beginner Scoring

With Beginner Scoring, you score *all* of the customers that you attract to your stores.

Normally, you would remove the customer type that you have the most of and then only score the remaining customers. The purpose of this scoring is to force players to collect a more balanced set of customers rather than focusing on only one type, but that’s not important for a game where you’re simply trying to learn the rules.

## Think about strategy

Keep in mind the following strategy hints:

- Avoid ending your turn with 0 cards. Otherwise, your next turn will need to begin with an Income action, which ends your turn.
- Place your track where other players need to use it. This will give you additional Income actions whenever they use it. But the amount of track you have is limited, so spend it wisely.
- 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 make sure it’s in a place that’s hard for other players to avoid.