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# Shinjuku

## Rules of Play

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Version 2 r6

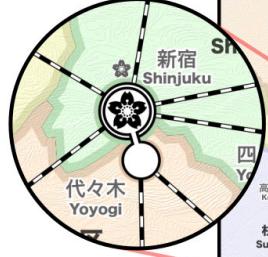
Tokyo is a city of trains and Shinjuku is the busiest train station in the world.

Unlike most passenger rail systems, Tokyo has dozens of companies that run competing rail lines rather than having a single entity that manages rail for the entire city. Many of these companies are large conglomerates that own not only the rail, but also the major Department Stores at the rail stations.

In Shinjuku, you manage one of these conglomerates. You need to build Stores for the Customers to visit while also constructing the rail lines to get them there.

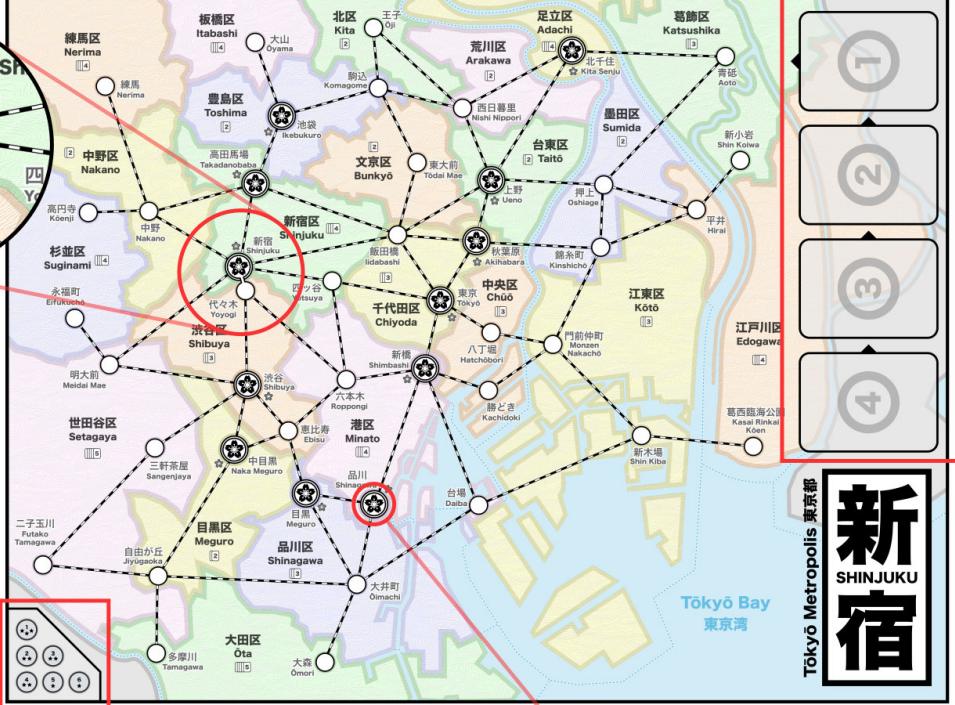
Every turn, new Customers arrive looking to purchase a specific good. If you have a path to a Store that sells the goods they want, then you might be able to move those new Customers to your Store and work toward acquiring the most diverse collection of Customers.





**Shinjuku** station (in Shinjuku Ward) expands down into **Yoyogi** station in Shibuya Ward. A direct rail connection exists between these 2 stations that can be used by any player.

Department Store Upgrade Bonus tokens are stored here.



Only Stores opened in stations with this Sakura icon may be upgraded to a Department Store.



# Components

## Summary

- Map of Tokyo with stations and connections
- 72 Ward cards
- 72 Customer tokens with 4 different goods: FOOD, CLOTHING, BOOKS and ELECTRONICS.
- 1 Customer bag to hold all the Customers.
- 32 Store tokens in the 4 player colors: 2 tokens of each Store type
- 12 Department Store tokens in the 4 player colors: 3 per player
- 64 Track markers in the 4 player colors: 16 per player
- 4 Player screens
- 6 gray Upgrade Bonus tokens

## Map of Tokyo

The map displays the 23 “special wards” in Tokyo and the train stations (as circles) in each Ward where Stores can be opened.

Stations are connected by lines showing potential future connections. These lines cannot be used until a player uses the EXPAND action to place track on them, turning them into a rail connection.

## The Ward Cards

The central core of Tokyo is divided into 23 Wards (known as 区 or “ku”). Each Ward card identifies a single Ward and shows its location on the map, along with the stations that are present in it.

Indicates that this Ward contains a station that can host a Department Store



Location of this Ward on the map  
Ward name  
Number of copies of this card in the deck

There are multiple copies of each Ward card, roughly corresponding to the population of that Ward.

Card distribution:

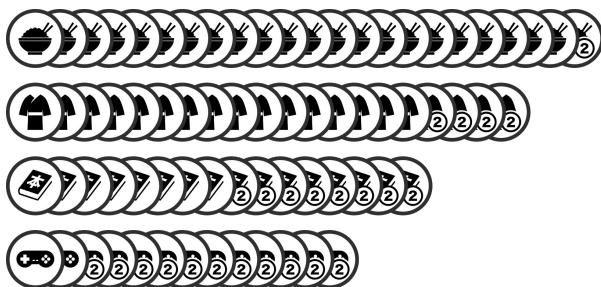
- 2 cards each: Arakawa, Bunkyo, Kita, Meguro, Nakano, Sumida, Taito, Toshima
- 3 cards each: Chiyoda, Chuo, Katsushika, Koto, Shibuya, Shinagawa
- 4 cards each: Adachi, Edogawa, Itabashi, Minato, Nerima, Shinjuku, Suginami
- 5 cards each: Ota, Setagaya



**Customer Queue**  
New Customers will arrive on the map from here.

## Customers

There are 72 Customer tokens, each with an icon identifying the type of goods that the Customer wants to purchase.



Of the 72 Customers:

- 23 Customers want FOOD
- 20 Customers want CLOTHING
- 16 Customers want BOOKS
- 13 Customers want ELECTRONICS

Some Customer tokens are marked with a ②. These count as only 1 Customer token, but as 2 separate Customers of the same good during endgame scoring.

## Player Pieces

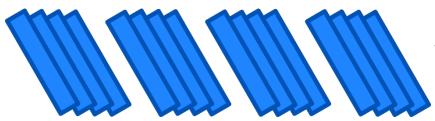
Each player color has:



3 Department Store tokens



8 Store tokens  
(2 of each good type)



16 Track tokens

In addition, each player has a player screen with a rules summary. These screens are used to hide the Customers that are earned during the game.

## Upgrade Bonus



Each time a player upgrades a Store to a Department Store, they will receive one of these tokens, if available.

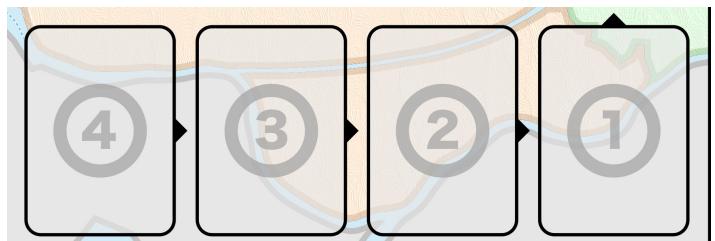
# How to Play

## Setup

- Place the board in the center of the table.
- Place the Customer tokens in the Customer bag.
- Place the gray Upgrade Bonus tokens on the number spaces on the map.
- Shuffle all of the Ward cards into a draw deck and place this deck face-down near the Customer Queue. Leave space for a discard pile next to it.

Note: When the draw deck runs out during gameplay, the discard pile should be shuffled and added to the draw deck.

- Fill the Customer Queue by drawing and placing a face-up Ward card in each of the 4 spaces.
- Each player chooses a color and takes all of their playing pieces and their player screen.
- Deal a starting hand of four cards to each player.
- Finally, add 2 Customers from the bag to the Customer Queue, as detailed below.



## The Customer Queue

Each time a Customer needs to be added to the Customer Queue, determine which Ward card it gets placed on using these steps:

- Draw a Customer from the bag.
- If there is already a Customer of the same type in the Queue, place the new Customer on the same card as the matching Customer.
- Otherwise, place the new Customer on the lowest-numbered available card that does not already have a Customer on it.



## Gameplay

Beginning with a random player and continuing clockwise around the table, each player's turn is as follows:

- Place New Customers,
- Refresh the Customer Queue, and then
- Perform Two Actions

### Place New Customers from the Queue

Take all Customers on the Ward card in position ① of the Customer Queue and then place them on the board in the Ward corresponding to their card. The Customers are placed in the middle of the Ward and are not associated with any particular station.

Take the Ward card from position ① into your hand.

### Refresh the Customer Queue

- Slide the cards in the Queue down one space: Move the card on the ② space, and the Customers on it, to the ① space. Move the card on the ③ space and its Customers to the ② space, and the card on the ④ space and its Customers to the ③ space.
- Draw a new card and place it on the ④ space.
- Draw Customers one at a time from the bag and add them to the Queue. The number of Customers added should be equal to the number that were just placed on the map.

Pro Tip: To help speed the game along, the task of refreshing the Queue can be done by the next player so that the current player can focus on their turn.

### Perform Two Actions

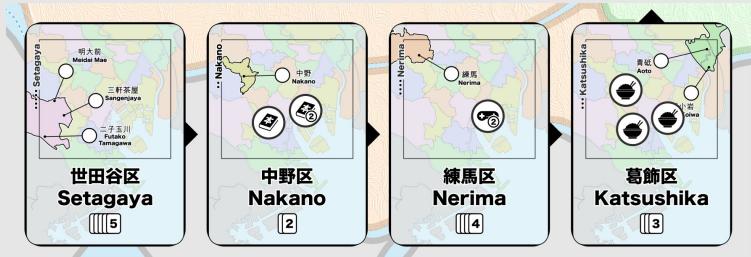
During your turn, you can choose to perform any two of the following actions: OPEN, EXPAND, INCOME, MOVE or UPGRADE.

The same action may not be chosen twice in the same turn.

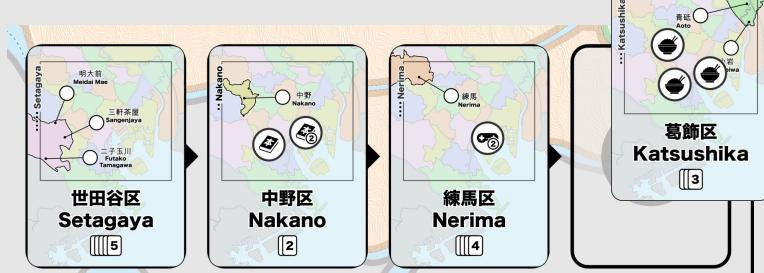
After your two actions, play passes to the player on your left until all Customers have been drawn from the bag, then the Endgame is triggered (see page 9).

## Customer Queue Example

In this example, we start with 6 Customers already in the Queue.



On the next player's turn, Katsushika is removed from the Queue. The 3 FOOD Customers are placed in Katsushika. The player takes the card into their hand.

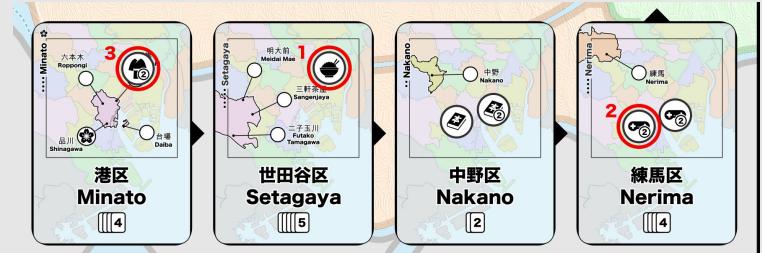


The 3 cards—along with their Customers—that remain in the Queue are shifted over, and a new card (Minato) is added in the ④ space.



Because 3 Customers were removed from the Queue, 3 new Customers must be added.

First, a FOOD Customer is drawn and, because there are currently no FOOD Customers in the Queue, it is added to Setagaya (the next empty card). Then an ELECTRONICS Customer is added to the existing Customer in Nerima. And finally a CLOTHING Customer is added to Minato.



# Player Actions

## Action: Open

The OPEN action allows you to create a new Store in an empty station or relocate an existing Store to a new location.

Discard a card that matches the Ward containing the station where you want to open the Store. Then place one of your Store tokens on that station. The Store token can come from your unused pool or you can relocate one of your Stores that was previously placed on the map.

Once you have a Store open in a station, you gain the following benefits:

- When Customers pass through this station, you will collect one if it matches the goods sold by this Store.
- Cards in your hand that match the Ward the station is located in become Wildcards that you can use to match any Ward (see page 8).

## Action: Expand

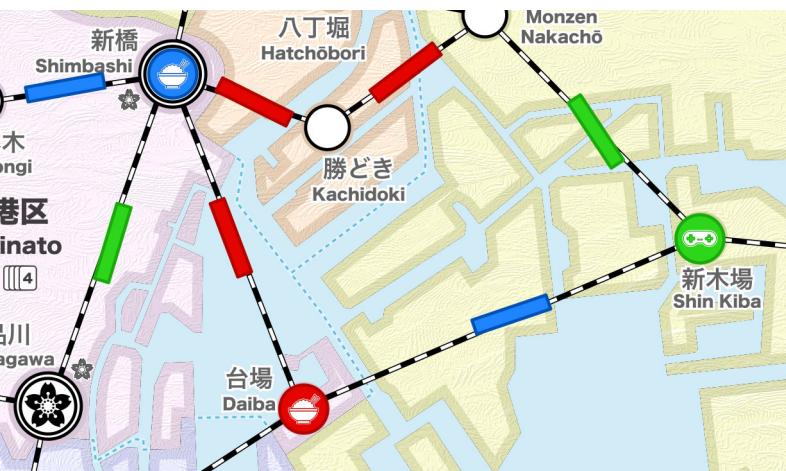
The EXPAND action allows you to expand your rail network by connecting stations.

Place one of your track tokens on an empty connection anywhere on the map. This creates a new rail connection that can be used by any player when moving Customers.

Note that only a single piece of track is required to enable a connection between two stations on the map regardless of how far apart the two stations are.

## Double Track

Optionally, you may choose to discard a card that matches either of the two stations connected to



*Stations on the map can be connected with a single piece of track.*

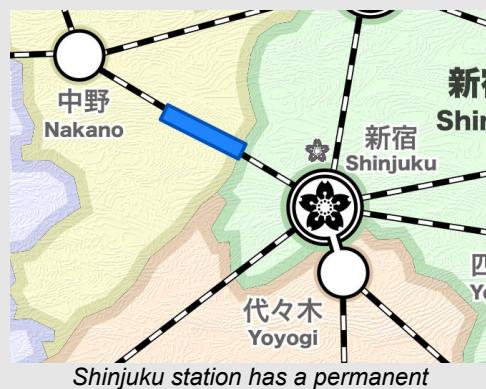
the track you placed this turn so that you may place a second piece of track that expands from the track just placed. The new track segment may extend from either end of the first segment, regardless of which end was matched with a card.

In the following example, the Red player has placed a piece of track that connects Tokyo station (in Chiyoda) to Hatchobori station (in Chuo). The Red player now has the option to spend either a Chiyoda or Chuo card to build a second piece of track. The second track segment can extend from either end, regardless of which card was played, so a Chiyoda card could be spent to allow the player to extend from Hatchobori over to Mozen Nakacho.



*You may optionally play a card that matches either endpoint to play a second (connected) piece of track.*

Note that Shinjuku station (in Shinjuku Ward) is a special case when laying double-track because it has a permanent direct connection to Yoyogi (in Shibuya Ward). When placing a segment of track that connects to Shinjuku you can connect the second track out through Yoyogi (and vice versa). However, the card you need to play still needs to match one of the two stations that you connected with your first piece of track.



*Shinjuku station has a permanent direct connection to Yoyogi.*

For example, if the Blue player takes the EXPAND action and places track between Nakano (in Nakano Ward) and Shinjuku, then they would have to play a Shinjuku card or a Nakano card in order to place a second segment of track. The second track could then extend from Nakano, Shinjuku or Yoyogi.



## Action: Income

The INCOME action replenishes your hand with cards. From the draw deck, refill your hand to 4 cards, or, if you already have 4 or more cards in your hand, draw a single card.

Your turn ends immediately once you take this action, even if you had one more action available.

Pro Tip: Avoid taking INCOME as your first action.

## Action: Move

The MOVE action allows you to move Customers on the map along track the players have built, so that they can visit your Stores.

- Discard a card that matches the Ward where the Customers you want to move are located.
- Gather all of the Customers in the Ward that matches the card you spent.
- Select their Starting Station within that Ward. All Customers must all start from the same station.
- Move the Customers from station to station on the map, following the track connections that players have added.
- If a station contains a Store that matches what the Customer wants, give the Customer token to the player who owns the Store.

Notes on Customer movement:

- No station may be visited more than once during this action.
- When moving multiple Customers, they must move together as a single group. This group may not be split during the MOVE.
- If more than one Customer wants what the Store at a station is selling (e.g., with a Department Store; or if there are multiple Customers of the same type), then you may choose which single Customer token is given to the Store owner.
- If you are moving 2 or more Customers, then you must make use of at least one track segment at some point during the MOVE.
- When starting a MOVE with a single Customer, that Customer can be delivered to a Store in the Starting Station, as long as that Store has the good the Customer wants.
- You are not required to fulfill all of the Customers that are being moved. You may stop moving Customers at any point. Any remaining unsatisfied Customers are added to the Ward that contains the final station, merging with any existing Customers in that Ward.

## Using Others' Track

If the player that took the MOVE action passes over any amount of track owned by other players, then those players may immediately take one free INCOME action. Each player gets a maximum of one INCOME action per MOVE regardless of how many sections of track were used. The player taking the MOVE action does not get the free INCOME action.

## Action: Upgrade

The UPGRADE action allows you to upgrade a Store to a Department Store, allowing you to sell all types of goods and collect all types of Customers.

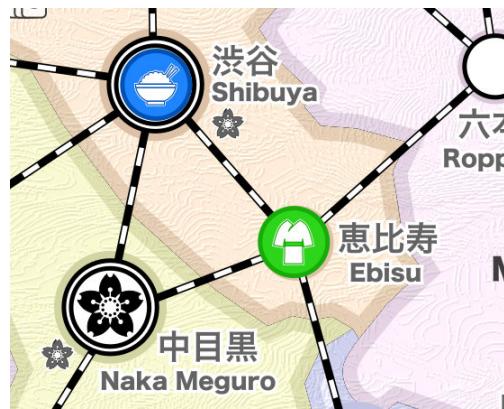
Discard a card that matches the Ward where the Store is located. Then, take one of your Customers that matches the type of the Store being upgraded and add it to the Customer Queue, following the same rules for adding a new Customer to the Queue.

Important: Only Stores located in a station with a Department Store icon (like Shibuya or Naka Meguro) can be upgraded to a Department Store.



Department Store  
(Sakura) Icon

On the map shown below, the Blue FOOD store in Shibuya can be upgraded to Department Store if Blue spends a Shibuya card and a FOOD Customer. The Green CLOTHING store cannot be upgraded because Ebisu does not permit Department Store upgrades.

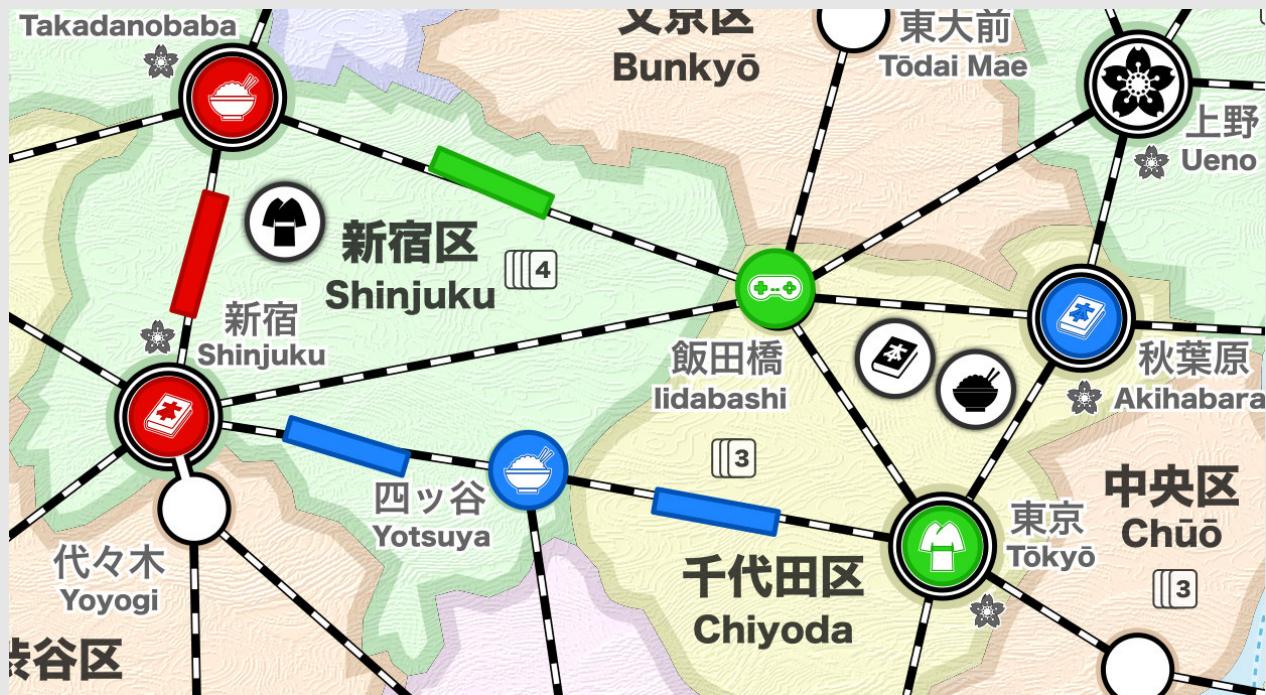


Only stations with a Sakura icon (like Shibuya or Naka Meguro) allow Department Store upgrades.

When upgrading, the Store is replaced with a Department Store, and the original Store returns to your supply and may be used again on a future OPEN action. The Customer that is spent for the Department Store upgrade must be one that you have earned previously in the game (from a MOVE action).

After upgrading to a Department Store, you may claim the next lowest-numbered Upgrade Bonus token, if any remain. These tokens are used in endgame scoring.

## Move Example 1



Options if it's Red's turn:

- MOVE the FOOD and BOOKS Customers from Chiyoda Ward starting in Iidabashi station. Go to Takadanobaba station to take the FOOD Customer. Continue to Shinjuku station to take the books Customer. Red gains 2 Customers and Green gains an INCOME action.
- MOVE from Chiyoda Ward starting from Tokyo station. Go to Yotsuya station (giving Blue the FOOD Customer). Continue to Shinjuku station to take the BOOKS Customer. Blue gains an INCOME action. Overall, Red gains 1 Customer, while Blue gains a Customer and an INCOME action. This is strictly worse for Red than the first option.

Options if it's Green's turn:

- MOVE the CLOTHING Customer from Shinjuku Ward starting in Yotsuya station. Go to Tokyo station to take the CLOTHING Customer. Since this travels over Blue track, Blue gains an INCOME action.
- Green could also start from Shinjuku station. This has the same result as the first option: Green gains a Customer and Blue gains a single INCOME action (even though 2 Blue tracks were used).
- Starting from Takadanobaba station would give the same result for Green (a single Customer) but would give both Red and Blue an INCOME action.

Options if it's Blue's turn:

- MOVE the 2 Customers from Chiyoda Ward starting in Tokyo station. Go to Yotsuya station to take the FOOD Customer. Blue could then continue moving the Books Customers on to Shinjuku station, but since that would only benefit Red (by giving them a Customer) it is more advantageous to stop here. The remaining BOOKS Customer is added to Shinjuku Ward to join the existing CLOTHING Customer. Since only Blue track was used, this triggers no INCOME actions.
- Because there are two Customers in Chiyoda and there is no track connecting Akihabara to another station, Blue cannot start a MOVE in Akihabara. However, if there was only a single BOOKS Customer in Chiyoda, then this would be permitted



## Move Example 2



Options if it's Green's turn:

- MOVE the 3 Customers from Chuo Ward starting at Kachidoki station and ending in Roppongi. Green can't avoid giving a Customer to Blue in Shimbashi, but can choose to give the "single" FOOD Customer so that Green gets the CLOTHING Customer. Ending in Roppongi drops off the "double" FOOD Customer in Minato Ward.

Options if it's Blue's turn:

- MOVE from Chuo Ward starting at Kachidoki and ending in Shibuya. At Blue's Department Store in Shimbashi, Blue can choose any one of the three Customers:
  - Choosing CLOTHING and letting the two FOOD Customers pass through deprives Green of the CLOTHING Customer when they visit Roppongi. Blue could claim the "double" FOOD Customer in Shibuya. Blue would gain 2 Customers and leave the final FOOD Customer in Minato Ward.
  - Choosing one of the FOOD Customers would give the CLOTHING Customer to Green, but Blue would gain both FOOD Customers. This might be advantageous if Blue already has too many CLOTHING Customers and needs more FOOD Customers.

## Wildcards

A Wildcard can be used to match any Ward on the map whenever a card is required (for example, for OPEN, EXPAND, MOVE or UPGRADE actions). There are no explicit Wildcards in the deck, but there are two ways to create Wildcards: from the cards in your hand, and from your Stores on the map.

### Wildcards from Cards

You can spend any 3 cards from your hand as a single Wildcard.

### Wildcards from Stores

Once you've opened a Store (or Department Store) on a station, the cards for the Ward become Wildcards for you.

Because the card frequency varies based on the population of that Ward, some cards work better as Wildcards (because you're more likely to draw them into your hand).

## Endgame

When the last Customer is drawn from the bag, play continues until the Customer Queue is empty.

### Final Round

The Final Round is triggered at the end of the turn in which a player places the last Customers from the Customer Queue. Play continues around the table for the Final Round.

During the Final Round, you take two different actions as usual, but play as if you already have the cards you need to perform your actions. Thus, cards do not need to be discarded to perform OPEN, EXPAND, MOVE or UPGRADE actions.

Any Customers that would be added to the Customer Queue during the Final Round (for example, from an UPGRADE action) are instead removed from the game.

After the player who triggered the Final Round finishes their turn, the game is over and scoring begins.

## Endgame Scoring

Customers are scored based on the sets collected:

- 10 pts for each set of 4 different Customers
- 6 pts for each set of 3 different Customers
- 3 pts for each set of 2 different Customers
- 1 pt for each remaining Customer

Customers marked with a "2" count as if they were separate 2 Customers.

When scoring, first construct as many 4-sets as possible, then create 3-sets from the remaining Customers, and then 2-sets. After creating as many 4/3/2 sets as possible, all leftover Customers are worth 1 point each.

Each Upgrade Bonus token acts as a single Customer type (your choice) and counts as a number of Customers equal to the number of stars on the token.

### Tiebreaking

If there is a tie for points, then the player who owns the lowest numbered Upgrade Token among the tied players is the winner.

## Scoring Examples



Upgrade Bonus #2 = ELECTRONICS (x2)

5 sets of 4 = 50 pts

1 set of 3 = 6 pts

1 set of 2 = 3 pts

Total = 59 pts



Upgrade Bonus #1 = CLOTHING (x3)

Upgrade Bonus #3 = Food (x2)

5 sets of 4 = 50 pts

1 set of 2 = 3 pts

1 remaining = 1 pts

Total = 54 pts



## 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 a wildcard to do this.
- OPEN Stores in different Wards to increase the chance that you draw a Wildcard. Note that some Wards have more cards in the deck than others, so these can be good places to build.
  - Remember: You can relocate a Store by opening it 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 created 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.

## Credits & Acknowledgements

Game Design & Rulebook: Gary Kacmarcik

Game Development: Gary Kacmarcik and Adam Blinkinsop

Rulebook Editing: Travis D. Hill and Donny Behne

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