

新宿

Shinjuku

Quickstart Guide

Version 2 r7

General setup

Place the map board in the center of the table.

Place the 72 customer (white) tokens in the bag. Shake the bag vigorously.

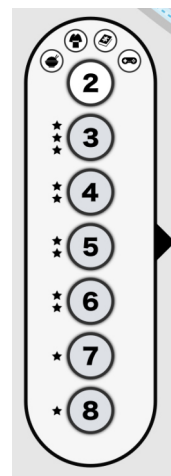
Shuffle the 72 ward cards and place the deck next to the map.

Leave room for a discard pile next to the deck. Cards that are spent will be placed here.

Place the 11 department store Upgrade Bonus (gray) tokens on the numbered spaces next to the Customer Queue – one token for each star next to the number.

So stack:

- 3 tokens on the “3”
- 2 tokens each on the “4”, “5”, “6”, and
- a single token on the “7” and “8”.



Player setup

Each player should:

- Choose a color and then take the 8 store tokens, 3 department store tokens, 16 track markers and the player screen for that color.
- Draw 4 cards into their hand.

Choose a player to take the first turn and have them take the Starting Player token.

Initialize the map

Draw 4 ward cards and place 2 random customers in each location. If you draw multiple copies of the same location, draw replacement cards until 4 distinct wards are selected.

After placing the customers, discard all the ward cards drawn so far.

Initialize the Customer Queue

Draw 4 ward cards and place them on the 4 queue spaces: ④ ③ ② ①



Add 2 customers to the queue.

To add a new customer to the queue

Draw a customer from the bag.

Is there already a customer of the same type in the queue?

- If so, place the new customer on the card with the matching customer.

Otherwise, place the new customer on the next available (empty) card, starting with ①.

Initialize the Matsuri

Draw a ward card and place the Matsuri token in that location.

Gameplay

Each player turn is as follows:

Place new customers from the queue

Take all the customers from the head ① of the queue and then place them in the location indicated by the card they were sitting on. The customers are placed in the middle of the ward and should not be on any particular station.

Take the card from the queue (where the customers were taken) into your hand.

Refresh the customer queue.

To refresh the customer queue

Slide the existing cards (with customers) down.

Draw a new card and place it on ④

Add customers (one at a time) to the queue equal to the number that were just placed on the map.

Move the Matsuri

Move the Matsuri token into a new location that is adjacent to its current location.

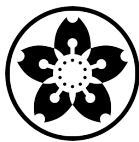
Take two actions

You can choose any two of the following actions. The same action may not be chosen twice in the same turn.

- **OPEN** : Spend a ward card to open a store at any empty station in that ward. The store token can come from your pool of tokens, or you can relocate one of your existing stores.



- **EXPAND** : Build a new track segment on any empty connection on the board. Optionally, you may build 2 connected track segments if you spend a card that matches any of the 3 stations you are connecting.
- **INCOME** : Draw your hand back up to 4 cards, or draw a single card if you already have 4 or more cards in hand. Your turn ends immediately after taking this action, even if you had one more action available.
- **MOVE** : Spend a ward card to move the customers in that ward to stores on the map, following train tracks to connected stations. This triggers **INCOME** for other players if you use their track.
- **UPGRADE** : Spend a matching card and a matching customer to upgrade an existing store to a department store. Add the spent customer to the customer queue and take the old store back (you may use it again). You may now claim the next stack of department store Upgrade Bonus tokens (if any remain). Note that stores can only be upgraded if they were built in a station marked with the department store (Sakura) icon.



Department Store Icon

- 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 you may choose which single customer is given to the store owner.
- No station may be visited more than once during this action.

Any remaining customers are added to the ward that contains the final station visited, merging with any existing customers in that ward.

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. You (the player taking the **MOVE** action) are not entitled to this **INCOME** bonus.

The Move action

The **MOVE** action is how you gain customers, and customers are used to form sets for 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.

Wildcards

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

- *From cards*: You can use any three cards from your hand as a wildcard.
- *From stores (and department stores)*: After you have opened a store, cards that match that station's ward become wildcards for you.
- *From Matsuri*: Cards matching the location of the Matsuri token are wild.



End of game

When the last customer is drawn from the bag, play continues until the customer queue is emptied. The player that places the final customer onto the map from the queue finishes their turn and then play continues to the next player until the player with the Starting Player token is reached.

During these final turns, players will draw a card into their hand from the queue, but they will not place customers on the map.

If a player upgrades a department store during these last turns, the spent customer is simply removed from the game and is not added to the queue.

Scoring

Customers are scored using set collection:

- 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 2 separate customers.

Each Upgrade Bonus Token counts as a single customer of any type.

For 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.
- **OPEN** stores in different wards so that you get more wildcards. 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.
- Pay attention to the Customer Queue:
 - You can see where customers will be arriving.
 - You can see the card you will draw next 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.

