



DefenseTravel

Management Office

DOD DINE SMART TRAVELER REWARDS

Communication Toolkit

April 2022



About



DoD Dine Smart

- DoD Dine Smart is a preferred dining program that earns rebates for the Department of Defense when travelers use their Government Travel Charge Cards to pay at participating restaurants when traveling on official business.

DoD Dine Smart Traveler Rewards

- Enrollment in DoD Dine Smart Traveler Rewards allows travelers to earn personal points on each purchase, which can then be redeemed for gift cards.

Dinova

- DoD Dine Smart operates through Dinova, a dining network of more than 20,000 participating restaurants throughout the United States. Their myDinova Rewards program provides the backbone for DoD Dine Smart Traveler Rewards.



News Release



- Hot off the press, the Defense Travel Management Office has big news about the DoD Dine Smart Program!
- DoD Dine Smart is a preferred dining program that earns rebates for the Department of Defense when travelers use their Government Travel Charge Card to pay at participating restaurants.
- With DoD Dine Smart Travelers Rewards, travelers can earn rewards points on each purchase, which can be redeemed for gift cards.
- The Dinova mobile app makes it easy for travelers to find participating restaurants when TDY.

Defense Travel Management Office

DoD Dine Smart Traveler Rewards Program News Release

NEWS RELEASE [insert date]

ALEXANDRIA, Va. – The Defense Travel Management Office is pleased to introduce DoD Dine Smart Traveler Rewards, a new program that should get DoD travelers excited about travel and dining.

The DoD Dine Smart Traveler Rewards Program is an extension of the DoD Dine Smart program, a preferred dining program that utilizes a dining network operated by Dinova with over 20,000 participating restaurants throughout the United States. Once enrolled in Traveler Rewards, travelers earn rewards for dining at quality restaurants when they charge their meals to their travel card while on official travel.

It takes just two minutes to sign up for the Traveler Rewards program online at <https://dod.dinova.com/>. Points are tracked automatically so every time a DoD traveler on official travel uses their travel card to pay for meals at participating restaurants, they earn rewards points. Points can be redeemed for gift cards to retailers (like Amazon and Target) and restaurants (like Outback and Jersey Mike's). Travelers don't have to present any loyalty cards, coupons, or show their DoD identification to restaurants.

"The program gives travelers a way to earn points to redeem gift cards. They don't have to show their military ID at any restaurant – they don't even have to turn in any receipts – all they have to do is enroll in the program and use their travel card," said Jade Powell, the DoD Dine Smart program manager. Powell also wants to remind travelers that they are not required to dine at in-network restaurants while on official travel, but per the Joint Travel Regulations, they are required by policy to use their travel card to pay for all travel expenses including meals.

Thanks to the pandemic, dining while away from home now carries additional considerations that may be affected by local conditions and new individual preferences. This is where Dinova's mobile app comes in. It's a DoD-approved smartphone app to help DoD travelers find nearby options wherever they are and review restaurant safety protocols. "When the pandemic began, Dinova began collecting information from their restaurant partners and updated their search functionality," Powell explains. "Travelers are now able to use the app to search for in-network restaurants and filter the results by the safety protocols about which they're most concerned. For example, are servers required to wear masks? Do they have outdoor seating? Does the restaurant offer curbside takeaway or have a drive thru?"

Dinova's in-network dining options include DoD favorites like: BJ's Brewhouse, Bonefish Grill, California Pizza Kitchen, Carrabba's, Hard Rock Café, Jersey Mike's, Outback Steakhouse, Panda Express, Pizza Hut, Potbelly Sandwich Shop, Red Lobster and more.

The Defense Travel Management Office serves as the single focal point for commercial travel within the Department of Defense. We establish strategic direction, set policy, and centrally manage commercial travel programs.

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For more information on the DoD Dine Smart Traveler Rewards program, visit <https://www.defensetravel.dod.mil/site/dinesmart.ctm>

Contact: Daniel Woodruff at gdthra.mc-alex.dtdmo.mbx.communications@mail.mil

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[defensetravel.dod.mil](https://www.defensetravel.dod.mil)

Download News Release (Word)

Newsletter Articles



- Two short articles directed toward travelers.
- How the DoD Dine Smart Traveler Rewards program works.
- Copy and paste from the Word document or edit as you like, these articles can provide you with content for your own traveler newsletter or e-blast.
- If you want to supplement your newsletter article with our logos, please contact us: [Click to email](#)

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DoD Dine Smart Newsletter Articles

About the DoD Dine Smart Traveler Rewards Program

1-PARAGRAPH OPTION

Travel can be stressful. Deciding where to eat while you're on the road shouldn't be. And it's not, with the Defense Travel Management Office's DoD Dine Smart Traveler Rewards Program. It's simple: before your next trip, enroll in the program and then every time you use your Government Travel Charge Card to pay for a meal at a participating restaurant when on official travel, you earn points that can be redeemed for gift cards to retailers (like Amazon and Target) and restaurants (like Outback and Jersey Mike's). DoD Dine Smart Traveler Rewards is operated through Dinova, a dining network that includes more than 20,000 participating restaurants. With this incredibly diverse network – and a DISA-approved mobile app to show you your options – there's something for every appetite. Take two minutes to enroll in DoD Dine Smart Traveler Rewards and start earning today. Just click the Enroll Now link at <https://www.defensetravel.dod.mil/site/dinesmart.cfm> or scan the QR code. [insert QR code image – on page two]

3-PARAGRAPH OPTION

When on official travel, you are faced with two options at mealtimes: eating (when just about any food will do) or strategic dining (when you really want to make the most of your experience). With the DoD Dine Smart Traveler Rewards Program, the Defense Travel Management Office (DTMO) is giving travelers a personal reason to opt for strategic dining. It's simple – enroll in DoD Dine Smart Traveler Rewards, eat at participating restaurants, pay with your Government Travel Charge Card, earn personal rewards, then redeem them for gift cards to retailers and restaurants (like Amazon and Outback).

The DoD Dine Smart program is operated by Dinova, a dining network with more than 20,000 participating restaurants throughout the United States. As DoD travelers have gotten on the road again, dining away from home now carries additional considerations that may be affected by local conditions and new individual preferences. Dinova offers a DISA-approved mobile app to help DoD travelers locate dining options that match their food and safety preferences.

"It's a win-win," explains Jade Powell, DTMO's Dining Program Manager. "While DoD travelers are already required by policy to use their Travel Cards to pay for meals when on official travel, DoD Dine Smart Traveler Rewards gives them a way to earn something for themselves while also following policy. You don't have to show your military ID at participating restaurants – you don't even have to turn in any receipts – all you have to do is enroll in the program and pay with your Travel Card. Everything else happens automatically. When you throw in the wide range of options," Powell adds, "I think our travelers can really benefit by thinking about restaurant selection in a whole new way."

Take two minutes to enroll in DoD Dine Smart Traveler Rewards and start earning rewards points today. Just click the Enroll Now link at <https://www.defensetravel.dod.mil/site/dinesmart.cfm> or scan the QR code. [insert QR code image – on page two]

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Download Sample Newsletter Articles (Word)

Fact Sheets



DoD Dine Smart fact sheet

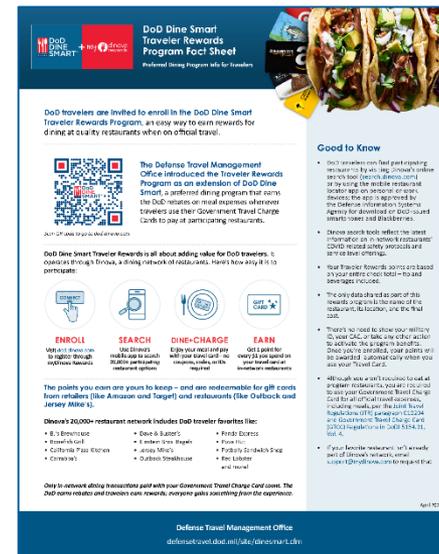
- An overview of the DoD Dine Smart program, including policy information and helpful links.



Download DoD Dine Smart Fact Sheet (PDF)

DoD Dine Smart Traveler Rewards fact sheet

- A ready-to-email/print PDF that can be used to provide greater detail on the Traveler Rewards program to travelers and stakeholders.



Download Traveler Rewards Fact Sheet (PDF)

Key Messages



- Use our key messages Word document to create your own communications with your leadership to explain the program.
- Source for talking points.
- Copy and paste or adapt for your own use.

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DoD Dine Smart Traveler Rewards Key Messages

The Department of Defense has expanded its DoD Dine Smart program to further benefit travelers. DoD travelers can now earn personal rewards for dining at qualifying restaurants as they earn rebates for the DoD when on official travel.

Program Overview

Background/Context

DoD Dine Smart Traveler Rewards is an added benefit of the DoD preferred dining program. Dinova, the company that operates the program, consists of a network of more than 20,000 restaurants. DoD Dine Smart earns the Department of Defense rebates on meal expenses whenever travelers use their Government Travel Charge Cards to pay at participating restaurants.

Why Travelers Will Want to Participate

DoD Dine Smart Traveler Rewards is all about adding value for DoD travelers. Once enrolled, DoD travelers earn a minimum of one rewards point per dollar any time they use their Travel Cards to pay at participating restaurants, plus they can earn points for referrals. Points can be redeemed for gift cards from retailers (like Amazon and Target) and restaurants (like Outback and Jersey Mike's).

DoD travelers benefit when they dine with any of Dinova's in-network options – including DoD traveler favorites like: Bl's Brewhouse, Bonefish Grill, California Pizza Kitchen, Carrabba's, Jersey Mike's, Outback Steakhouse, Panda Express, Pizza Hut, Potbelly Sandwich Shop, Red Lobster, and more.

Only in-network dining transactions paid for with Government Travel Charge Cards count, but with rebates for the DoD and rewards for travelers, everyone gains something from the experience.

Key Points

- **The rewards program provides extensive restaurant choices including DoD traveler favorites.** With more than 20,000 restaurants, all easily located using the Dinova mobile app or via the website dod.dinova.com, DoD travelers will find conveniently located restaurants that suit their tastes and needs.
- **The mobile app allows travelers to quickly assess restaurant safety protocols.** The myDinova mobile app includes filters that allow travelers to identify restaurants' health measures, including mask policies, carryout services, drive-thru availability, outdoor dining space, and indoor partitioning.
- **The rewards program doesn't require extra effort from travelers.** DoD Dine Smart works behind the scenes. There's no need to show a military ID or CAC, and the server doesn't have to ring up the transaction any special way. As long as the traveler dines at a Dinova in-network restaurant and pays with their Travel Card during official travel, the traveler will earn points, and the DoD will receive a rebate on that transaction.
- **The program supports policy.** DoD requires personnel to use their Government Travel Charge Cards for meal expenses when traveling on official business, per the [Joint Travel Regulations \(JTR\) para. 010204 and Government Travel Charge Card \(GTCC\) Regulations in DoDI 5154.31, Vol. 4](#)

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Download Key Messages (Word)

Social Media

Defense Travel Spotlight Video

- Program benefits explained by Jade Powell, the DoD Dine Smart Program Manager.

DoD Dine Smart + myDinova Rewards Video

- Dynamic video demonstrates the connection between DoD and Dinova Rewards – shows how easy it is to enroll and begin earning points toward gift cards.

Social Media Messaging

- Ready-made social media messaging you can use to communicate to your travelers who follow you on social media.
- Cut, paste, and edit as necessary.
- If you want to supplement with our logos, please contact us: [Click to email](#)



[Jump to Defense Spotlight Video on YouTube](#)



[Jump to DoD Dine Smart + myDinova Video on YouTube](#)

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DoD Dine Smart Traveler Rewards Social Media Messaging

Key Message Tracks:

- Introduce Traveler Rewards
- Quick to sign up
- Easy to participate
- Earn gift cards
- Download/Use Mobile App
- High quality restaurants
- Safety protocols
- YouTube videos

[Download Social Media Messaging \(Word\)](#)

URLs



If you can't access the links in this document, use these URLs to key into your browser:

News Release: https://www.defensetravel.dod.mil/Docs/Traveler_Rewards_News_Release.doc

Newsletter Articles: https://www.defensetravel.dod.mil/Docs/Traveler_Rewards_Newsletter_Articles.doc

DoD Dine Smart Fact Sheet: https://www.defensetravel.dod.mil/Docs/Fact_Sheet_Dine_Smart.pdf

DoD Dine Smart Traveler Rewards Fact Sheet:

https://www.defensetravel.dod.mil/Docs/Fact_Sheet_Traveler_Rewards.pdf

Key Messages: https://www.defensetravel.dod.mil/Docs/Traveler_Rewards_Key_Messages.doc

Social Media Messaging: https://www.defensetravel.dod.mil/Docs/Traveler_Rewards_Social_Media.doc

Defense Travel Spotlight Video: <https://youtu.be/a3pLI5vPa30>

DoD Dine Smart + myDinova Rewards Video: <https://youtu.be/pPazZtvs418>

For more information, email: dodhra.mc-alex.dtmo.mbx.communications@mail.mil

The Defense Travel Management Office: <https://www.defensetravel.dod.mil/>