Leisure activities travel demand plays an important role in transportation, as it accounts for a significant amount of trips performed. Due to data limitations the examination of this trip purpose has received moderate attention so far. The evolution of pervasive systems in conjunction to the increased use of Social Media provide a large amount of data that can be used for the development of leisure activities travel demand models. This study provides an initial investigation of the data collected from Social Media and the potential of using it for leisure activities demand modelling. A data analysis framework is provided that distinguish user classes of residents and tourists and investigates the temporal and spatial patterns as well as the probability of deriving activity locations.